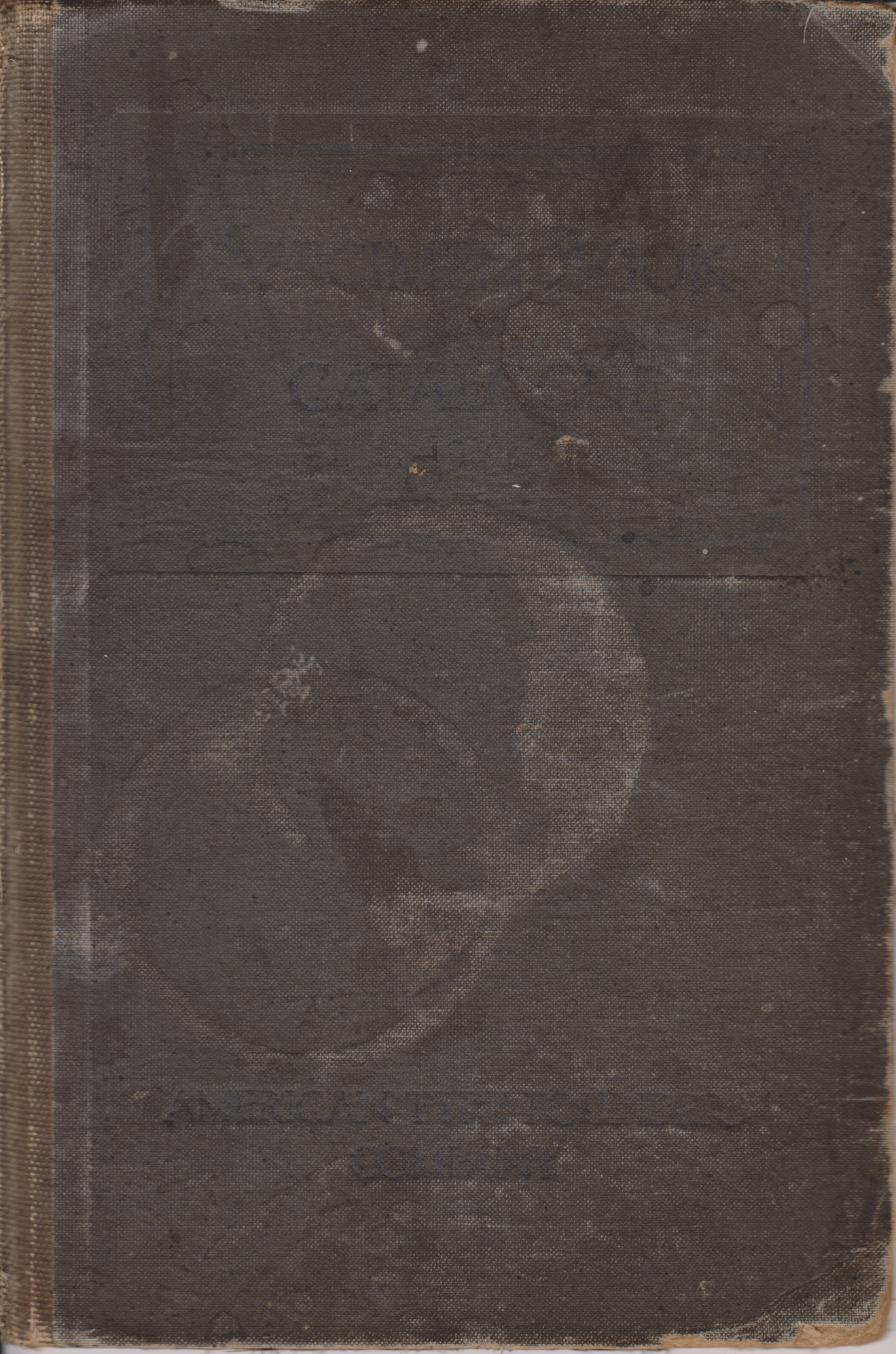
SPECIMEN BOOK AND CATALOGUE

1923

AMERICAN TYPE FOUNDERS COMPANY




ATF
CO


ATF
CO

PREFACE

We are happy to announce the release of the first complete electronic issue of the seminal 1923 edition of the *American Type Founders* [ATF] *Specimen Book*. Considered by many to be the culmination of specimen printing, it is an important, and massive, volume which has been unavailable until now.

A LITTLE HISTORY

In 1923, 31 years after it's formation, ATF was at it's technological and financial height. The merger of many foundries into one conglomerate had effectively eliminated competition, and the resulting profits had been used to expand production and advertising. America was at a financial high point: everyone was looking to spend money, and to sell to others.

With this in mind, ATF poured $300,000 (over $4,000,000 in today's dollars) into the most ambitious advertising vehicle ever: the 1923 *Specimen Book and Catalog | Dedicated to the Typographic Art*.

WHY IS IT IMPORTANT?

Not only did this 1100+ page behemoth provide specimens of type, it showed designers how to use it. Printed in full colour throughout, it intersperses specimen pages with hundreds of design examples, using the full palette of type and ornaments available.

With the *arts & crafts* and *art deco* movements in full swing, the book ended up being a snapshot of life in the Americas in the 'roaring 20s'. This book is a fascinating glimpse of a bygone age including, but not limited to:

- advertising terminology & design, for a wide spectrum of businesses;
- a full essay on the etiquette of—and templates for—calling-card sizes;
- mock wedding invitations (Who would guess that, in 1923, weddings were held late in the afternoon, or in the evening? Or that private railway cars were booked for the convenience of guests?)

It also provides a valuable record of typography in it's golden age. The influence of such giants as Bruce Rogers, Fred Goudy, and even William Morris can be seen in it's pages. Countless letterpress enthusiasts have been able to not only identify type, but experience the context in which ornaments and borders were intended to be seen.

WHAT WAS INVOLVED THE PRODUCTION OF THIS ISSUE?

The most difficult part of producing a new issue of the ATF *Specimen Book* is obtaining a copy. Due to it's size, and the fact that it was often used heavily as a reference in an industrial setting, this book rarely survived intact. Surviving copies are quite desirable, and often sell for hundreds of dollars.

Another difficulty is that this book was printed using a variety of papers; many pages were made of the newly-developed 'pulp' paper. We now know that, unfortunately, this paper is highly acidic, and becomes quite brittle over time. It also affects negatively the materials with which it is in contact. Again, this has contributed to the scarcity of good-condition copies.

Having acquired a copy, we were faced with another issue: how can one justify disbinding an important

book? Helping our conscience along was the fact that our copy, while largely intact, was badly 'shaken' (book-parlance for when the binding is becoming loose). The boards and their cloth covering were also badly worn. We were able to disbind it with minimal loss to the material, and this made the next step—scanning—much easier.

Resolution: we scanned each page at 400 dots-per-inch. This allows for magnification for study, but also results in a large file size; to cope with this issue, we have split the high-resolution issue into three parts, so that even a modest computer will be able to view the files.

Colour: each page is available in full colour, as per the original. As any printer knows, using multiple colours in letterpress work increases the workload exponentially; as a result, there are very few specimen books with this feature. No version of the 1923 ATF would be complete if it were not rendered in colour, despite the fact that this results in a significant increase in file size.

Accessibility: We felt strongly that an electronic issue should easily accessible. The benefits to this are many, including: redundancy (many copies mean the information will never be lost); ease of use (people will actually use, and benefit from, the book as a reference); ease of access (short download time results in redundancy and use, as above). So, we have also produced a lower-resolution version of the book. This means that tablets and other hand-held devices can be used to read it, without annoying lag times for rendering each page. Additionally, we have added electronic bookmarks for all of the main sections, to allow for easy browsing. And, through optical character recognition, all of the text is searchable.

Completeness: We have included every page, including blank ones. While this may seem silly to some, it is important to bibliographers and those who study books as artifacts. How were the sheets printed? Does my copy have all of it's pages? Such questions can only be answered if there is a complete copy available for comparison. As this is, thus far, the only freely available electronic issue, we felt that it is important that it be as complete as possible.

The sharp-eyed amongst us will note that pages nine and ten are subtly different from the others; that leaf was sliced from our copy long ago, and replaced with one provided by Dr. David MacMillan's excellent website (circuitousroot.com). Our thanks go to him; his hard work in providing material similar to this should be recognized.

There are a handful of places in our copy where someone (likely the same inconsiderate soul) also sliced small samples from the pages: a word here, an electrotype there. None of them are vital (in our opinion), as they are simply smaller-sized versions of examples in the same page. And, the slicing in itself is evidence of a book in use for 90 years. (Trust me, the right person gets excited about such things.)

Format: we have chosen to release this issue in the pdf format. This format is viewable using the a wide variety-and freely-available-selection of software, including Adobe Acrobat. It has become the informal standard for graphics-intensive books. An additional advantage is that it is, at it's root, simply a container for images, which means that they can be retrieved and updated to other formats in the future (remember redundancy?)

In view of the foregoing, then, we hope that this release of the *1923 ATF Specimen Book* makes the world a little brighter. It will let us benefit from the incredible skill and artistry of a bygone age. It will educate, entertain, and enable. For free. And what better thing could there be?

David Armstrong
Sevanti Letterpress
www.sevanti-letterpress.com

Toronto, January 24, 2013

Catalogue No.

A record has been made of the name and address of the recipient of this copy, to whom will be sent from time to time such supplements and other printed matter as may be issued

Sixty thousand copies of this book were printed entirely from type and brass rules in the SPECIMEN PRINTING DEPARTMENT of the AMERICAN TYPE FOUNDERS COMPANY
Jersey City, N. J.
U. S. A.

Copyright, 1923
by the
AMERICAN TYPE FOUNDERS COMPANY
Jersey City, N.J.
U.S.A.

SPECIMEN BOOK AND CATALOGUE

1923

Dedicated to the Typographic Art

AMERICAN TYPE FOUNDERS COMPANY

PRINTED IN U.S.A.



Central Plant of the AMERICAN TYPE FOUNDERS COMPANY, Jersey City, N. J., U. S. A.

The photograph from which this halftone was made was taken in 1911

1796 PREFACE 1923

History of the Creation of Type Families—First Type Designing Department—Evolution of Publicity Types—A Great Service Department of Production Engineers—Money-Making Presses: The Unrivaled Kelly Press Family—The Klymax Automatic Feeders for Chandler & Price Presses—The Boston Wire Stitchers—All these Activities, with others, Working Successfully for the Greater Prosperity of Printing Everywhere.

WHY THE PRINTING OF 1923 IS SUPERIOR TO THAT OF 1900

THE PRINTING of 1923 is greatly superior to that of 1900. It has better style, more attractiveness and greater power and dignity. It is more highly appreciated by the clients of the printers, and better prices are paid for it. Better printing has created a better demand for printing. The printers are more prosperous. This great improvement has not come to pass without direction. There has been, in fact, very deliberate direction. There has been constant and forward thinking on behalf of the printing industry by the American Type Founders Company, which has a well defined policy with regard to the types it is making and has been making during the last quarter century. In what position, may we ask, would the printing industry be to-day without the great type families, known to fame as Cheltenham, Century, Bodoni, Cloister Oldstyle, Goudy Oldstyle, Caslons, Garamond, Copperplate Gothics, and others? Are there anywhere any other type families? Would not your typography be barren in appearance and much less profitable to the advertisers if these great type designs had not been developed? There can be but one answer.

THE IMPORTANCE OF WELL DESIGNED TYPES

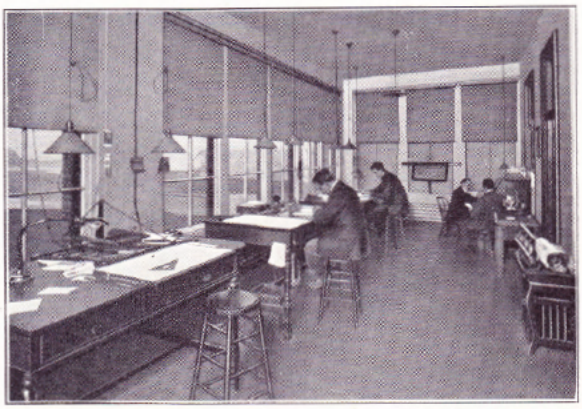
After all is said and done, Types are the most important part of the equipment of a printing house. The printer sometimes forgets this plain fact as he contemplates his ponderous and expensive machinery—the creations of other men's brains. The sole purpose of the machinery is to multiply copies of the printer's own creations. If a printing house has a good reputation it is invariably the result of the skillful use of well designed types. A reputation for quality is the best basis for increase of business.

The printer is judged by the work he creates. He creates type forms—nothing else. Whether he prints a hundred or a million impressions, the merit or demerit of the type form is unchanged. If the type form is inferior, no excellence of paper or of pressmanship can do more than emphasize its inferiority. If the types used in a type form are not well designed for their purpose, no skill of the compositor can overcome their limita-

tions. Thus the American Type Founders Company's work has had and will continue to have a greater beneficial influence on the fortunes of the printing industry than that of any other industry catering to the necessities of the progressive printer.

THE FIRST TYPE DESIGNING DEPARTMENT

In 1897 the American Type Founders Company established a type designing department. This was an innovation, strange as it may seem. From the time display types began to be made, until 1897, typefounders had depended for new type faces upon the casual suggestions of artists and others, and few typefounders had any plan or policy other than to put forth "something new." The result was a chaos of type faces, many of them good in themselves, but quite unrelated to each other, making good display impossible. With inferior type faces printing fell into disrepute as an art and influence.



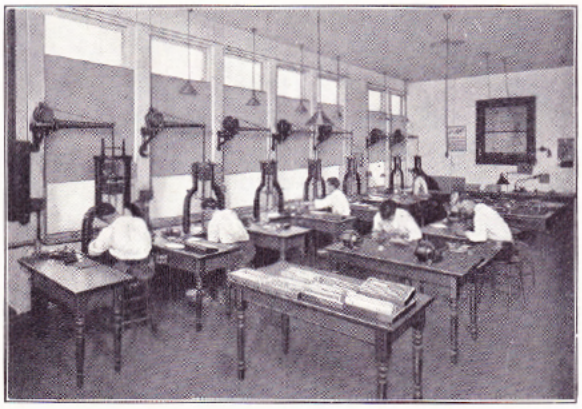
Type Designing Department of the American Type Founders Company

The new department was created with the definite purpose of assuming leadership in type design. It was predicated upon an entirely new sales idea—a realization that the printer's clients were the ultimate critics and ultimate users of type faces. To popularize type faces was to popularize the use of printing—to increase the demand for printing. The wiser printers now see that in selling their product they must think in terms of results to their customers, and not merely in terms of a "job," combining so much time, types, inks and paper. The printer's clients were confused by thousands of unrelated type faces, of haphazard origin, with which no printing could be produced that would impress them as having any special influence upon the readers of advertisements that was not common to any kind of readable type face.

As a prelude to the new era in typography, in which types talk at command with varying emphasis and orchestral power, the American Type Founders Company scrapped hundreds of time-honored but utterly inadequate type series which were clogging the wheels of typographic progress. Compare this Specimen Book of 1923 with the much praised Specimen Book of 1895 and note how few of the types of 1895 survive. The very names are forgotten of display types once thought to be as essential to the equipment of a composing room as were spaces and quads. Who remembers the Clarendons, Egyptians and Celtics? The surviving names of the 1895 period are the Antiques and the Gothics. We say "names," because the Gothic and Antique types of 1923 are almost all of them re-designed and improved. None of the users of types demanded the scrapping of the designs current in 1895—the loss was assumed voluntarily in a spirit of enlightened selfishness. Printing was helped greatly—this type foundry also.

THE ORIGINATION OF TYPE FAMILIES

The first important work of the newly established type designing department was the creation of type families, by the use of which, with one type design made in different weights and widths, the compositor automatically achieves perfect harmony in his work, while using all degrees of emphasis in headings and in display. Type families have not only added dignity and distinction and attractiveness to commercial printing, but have saved and are saving an incalculable amount of time which, under the old conditions, was wasted in experimenting with a large array of unrelated type faces, to find those that would combine with the least inharmony, with crude results at best.



Matrix Engraving Department of the American Type Founders Company

The names of the type families created by the American Type Founders Company became as household words to the printer's clients. The client perceived that a catalogue or advertisement set in one type family had more influence with his customers than if its message to the public were confused by a medley of display types. The printer's client was made to see that the printer could do something more with his types than merely make them readable—that the printer could make his printing more or less influential according to his ability to use the type family most suitable to the purpose of his client. The introduction of type families was the beginning of the higher education of the printer's customers in the knowledge of the sales power of printing. When customers began to say "Set it in Bodoni," or in another type family, the printer knew that the art of printing had new meanings and new values to his clients. The proof of this is that the production of types by the American Type Founders Company is steadily increasing and is now double the production of six years ago.

THE EVOLUTION OF PUBLICITY TYPES

In creating type families a new order of type faces was evolved. These type faces had a more versatile use than job faces or book or body faces. With a type family the printer could set a business card or a book *de luxe* or a poster. The name "Job Types" was clearly inadequate to describe these great assets of the printing industry, so they were named "Publicity Types." These have fully satisfied the printer's clients and quickened the desire for more and better printing, because they have made all kinds of printing more effective as a selling force. Every good type design is an asset of great value to the enterprising printer and advertiser. Because of the superiority of the Company's type faces, American printing has the highest average merit, and at its best is unequaled.

VARIOUS VALUES OF THIS TYPE SPECIMEN BOOK

The production of sixty thousand copies of the Type Specimen Book and Catalogue, at a cost of about three hundred thousand dollars, is convincing evidence of the continued policy of the American Type Founders Company to advance the art of printing and also of a justifiable pride in its own productions. Comparison is invited with the mere catalogues of type faces which are issued by concerns which have appropriated so many of the original type designs shown in this and previous specimen books. The American Type Founders Company's specimen books have been the most valuable textbooks of typography available to the printers. This specimen book, which surpasses all previous issues, will not only be a guide to many printers, but will undoubtedly have a great and beneficial influence on the future prosperity of the printing industry. All the examples of composition in this book were designed for the use of printers, as they may be found adaptable to their needs. The compositions are simple and practical in design. All of them may be duplicated without difficulty, with easily adjusted materials, and without waste of time. No other book issued for the use of printers has embodied so much careful study, patient experiment, great expense and earnest desire to make it supremely useful, as well as inspiring.


A SPECIMEN
OF
PRINTING TYPES
BELONGING TO
Benjamin Franklin Esqr's PRINTING OFFICE,
PHILADELPHIA.

Benjamin Franklin Type Specimen. One page of a 4-p. specimen of types made by B. Franklin in Philadelphia, issued by his grandson in 1790. Size of original is 17x12 inches. The American Type Founders Company is the successor of B. Franklin, typefounder, who brought his type foundry from France in 1785.

This edition of sixty thousand copies was printed from one set of type forms. The American Type Founders Company never prints from electrotypes, as many printers seem to believe. The opinion is ventured that in no other work of such magnitude can there be found as high a degree of good craftsmanship—an incentive to all who study it.

TYPE DESIGNS ORIGINATED BY THE AMERICAN TYPE FOUNDERS COMPANY COPIED BY OTHERS

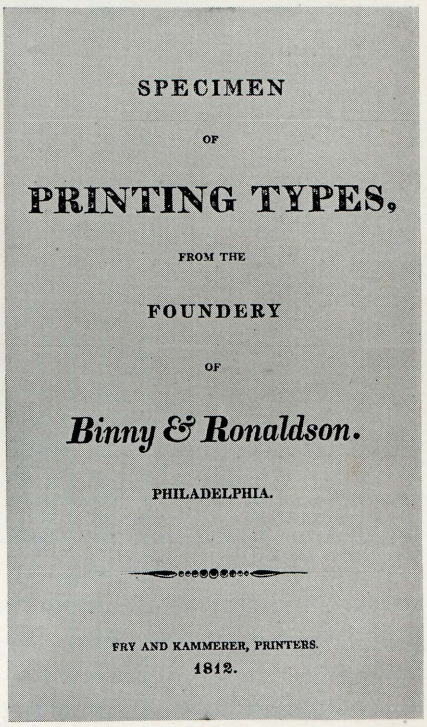
Nearly all the popular type faces for which the manufacturers of composing machines are now furnishing matrices were designed by the American Type Founders Company. These designs have been copied without alteration, except such as is necessitated by the mechanical limitations of the machines. The same designs have also formed the principal stock in trade of small type foundries which come and go. Whether these copied designs are sold in matrices or in fonts of type the American Type Founders Company receives

not the slightest compensation; but it asks printers who use composing machines to realize that whatever merit any machine composition may have in the matter of typographic design, such merit is, with few exceptions, derived from designs original with the American Type Founders Company; and printers are asked to give the credit to the originator and not to manufacturers of typesetting machines and other copiers.

The design of every type face, border or decorative piece made and sold by the American Type Founders Company is original or has been acquired by purchase. The appropriation of any kind of design has not been permitted by the management.

EXPENSES EVADED BY COPIERS

Every type face originated by the American Type Founders Company represents a large outlay. Type designing is an expert, difficult and expensive art. Each character must be made to conform in its design to restrictions of body, width and line. Cutting the matrices is an expensive operation. Experiments and changes to procure better effects always entail further expense for recutting matrices. To introduce a new type series expensive specimens must be sent to all the printers. It is useless to send out specimens until stocks of the types have been placed in selling houses in many cities, involving another heavy investment. All these outlays are made while there is no certainty that the type series will become a profitable seller—there must be large sales before the cost of preparation can be recovered. But no sooner does a type design prove to be a success than it is copied and launched on an assured market which the American Type Founders Company has created at great expense and considerable risk. The designs and matrices of one type family alone cost the American Type Founders Company more than eighty thousand dollars. These designs were copied at a small percentage of that outlay.


SPECIMEN

OF

PRINTING TYPES,

FROM THE

FOUNDERY

OF

Binny & Ronaldson.

PHILADELPHIA.

FRY AND KAMMERER, PRINTERS.

1812.

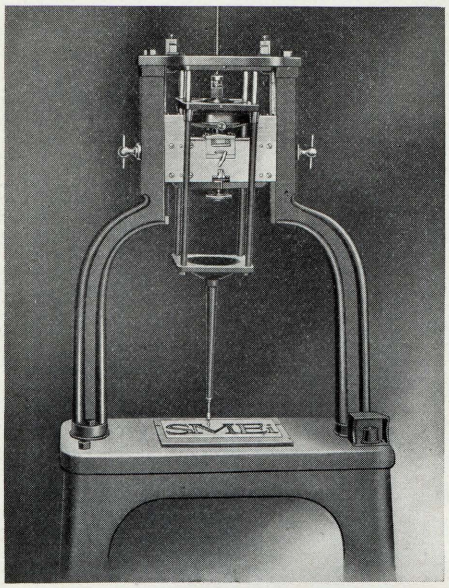
Title page of the first type specimen book issued in America. Size of the original is 8x5⅛ inches. The American Type Founders Company is the successor of Binny & Ronaldson, who began to cast types in 1796, in Philadelphia.

AN ANCIENT AND HONORABLE ANCESTRY

The American Type Founders Company proceeds in its work and policy in the consciousness that it has an ancient and honorable reputation to sustain. The founders of the business were Binny & Ronaldson, in 1796, in Philadelphia. In 1806 they purchased the type foundry of Benjamin Franklin, established in 1785. Since then others of its predecessors have achieved fame as fathers of the typefounding art in America.

UNEQUALED TYPEFOUNDING EQUIPMENTS

During the last quarter century the entire process of making matrices has been revolutionized and greatly improved by the American Type Founders Company, by the development of the wonderful Benton Matrix Cutting Machine, of which it is the exclusive owner and sole manufacturer in America. It is the invention of Linn Boyd Benton, the famous director of the General Manufacturing Department of this Company.



The celebrated Benton Matrix Engraving Machine, invented by L. B. Benton, director of the General Manufacturing Department of the American Type Founders Company, which manufactures the machine. It has completely revolutionized the art of matrix making.

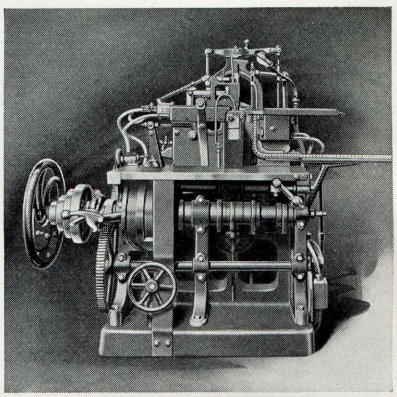
In the same period the process of type casting has been greatly improved and accelerated by the use of the Barth Automatic Type Casting Machine, of which the American Type Founders Company is the sole owner and manufacturer.

Types, cuts, and decorative materials are cast on larger bodies than in any other type foundry. All the decorative material shown in this book is cast in type molds—none of it electrotyped. Matrices for decorative material are cut on the Benton Adcut Engraving Machine, specially designed for and built by the American Type Founders Company for its exclusive use.

A more recent invention, the Benton Automatic Brass Rule Machine, is the first to successfully take the place of the brass rule bench with hand planes by which brass rules have been made for nearly four centuries. This machine ensures a uniform accuracy in the height and face of brass rule that is impossible when benches and hand planes are used.

Besides these major inventions, many minor ones are in use, all making for improved quality of manufactures. The American Type Founders Company builds all the machines, appliances and tools used specially in matrice making, type casting and the manufacture of brass rule. The superiority of its product is based upon the unequaled effectiveness of its plant equipment, which results from the inventiveness of its personnel, encouraged to the utmost by the general management.

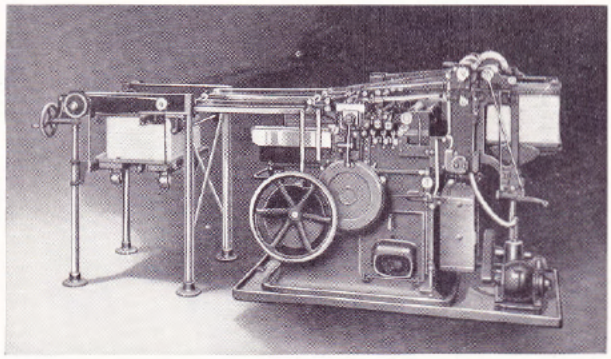
No machine is permitted to grow old, no process to become stereotyped, in the manufacturing departments. It is at once the oldest type foundry in America and the youngest in spirit, and the most alert in manufacturing methods.



Unequaled Barth Automatic Type Casting Machine, invented by the late Henry Barth, sometime manager of the Cincinnati House of the American Type Founders Company, which manufactures this machine for its exclusive use.

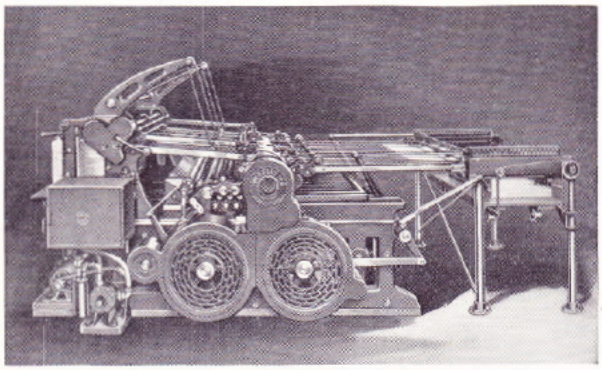
THE KELLY AUTOMATIC PRINTING PRESS FAMILY

A great achievement of the American Type Founders Company was the introduction of the now celebrated Kelly Automatic Job Press. To accommodate the demand, unprecedented in the history of printing press manufacture, the Company, as this book is being circulated, is erecting a huge factory, with an equipment as perfect as the latest inventions provide. In this factory a Kelly Press Family will be developed and manufactured. Each member of this press family will fully occupy its special field. There are two sizes of the Kelly Presses in manufacture and another is about to be put on the market. These presses are fully described in the Kelly Press section of this book.



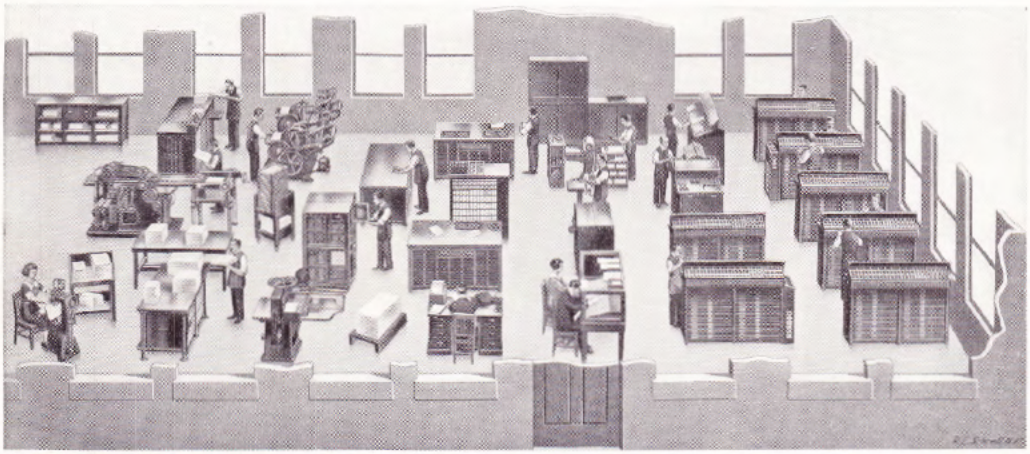
Kelly Automatic Job Press, Style B, half super-royal plus, developed and manufactured by the American Type Founders Company

There was nothing accidental about the invention of the Kelly Press. In 1911 the American Type Founders Company engaged William M. Kelly to develop his invention of a fast automatic job press, the purpose of which was to decrease the cost of production and to improve the quality of all kinds of commercial printing. In other words, the Company made a liberal investment in an idea. There were improvements from the beginning, and persistence in experiments resulted in success early in 1915. In that year a press building plant was added to the Central Plant of the Company, and the Kelly Automatic Job Press was launched on a market hungry for the invention. This was the first entirely automatic flat-bed job printing press; its speed is unexcelled, and also the quality of its product. The users testify to the fact that the Kelly Automatic Job Press is an unequaled profit maker—hence its extraordinary popularity. Other members of the Kelly Press Family will sustain that reputation. Purchasers of Kelly Presses are buying the utmost durability that the best materials and workmanship can give, with more than adequate strength. All parts are interchangeable. The Kelly Presses have unusual facilities for quick make-ready and quick alterations of forms on beds. Whether the work required is of the finest or merely of average quality, these presses will be found to be unrivaled in quantity of production.



Kelly Automatic Press No. 2, bed 28½x35½ in., a complete high-class printing unit, developed and manufactured by the American Type Founders Company

CUT-COST SYSTEM OF PRINTING PLANT EQUIPMENTS

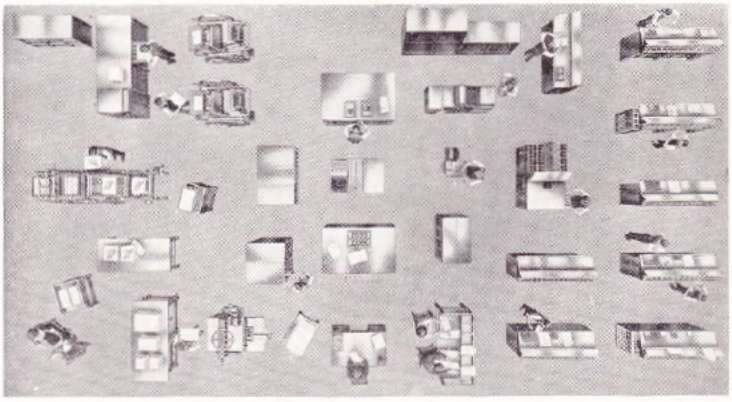


View of an American Cut-Cost Composing and Job Press Room, in which all the equipments were originated by the American Type Founders Company, except the proof press, desk, paper cutter, platen presses and wire stitching machine. Fewer composing room equipments are required when the Cut-Cost System is adopted.

In 1913 the American Type Founders Company established an Efficiency Department, the first important task of which was to study the relation of printing plant equipments to production. This was the first comprehensive study of this nature. As the result, the Cut-Cost System of Printing Plant Equipments, illustrated in the catalogue section of this book, was designed, and is now in use in thousands of printing plants, effecting in each substantial reductions in costs of production. The Cut-Cost Equipments have justified their name, and have made obsolete the larger part of the equipments which were in general use in 1913.

THE EFFICIENCY DEPARTMENT

The practical help of a force of experienced and successful production engineers is offered to printers establishing new printing plants, or removing, extending or re-equipping old plants. They make layouts to scale, in which the work is scientifically routed with a view to accelerating production, saving space, and

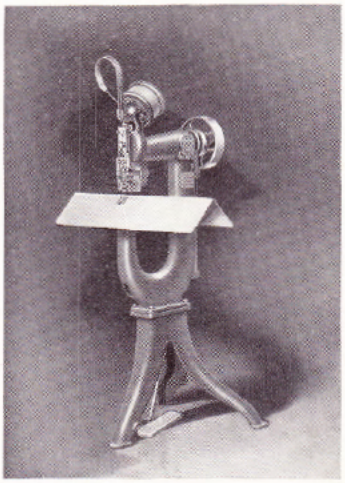


Looking-down view, showing layout of composing room and job press room shown above. Ample space in aisles and alleys, productive with all materials placed where most needed in the fewest number of cabinets—all making for maximum production.

improving working conditions. In several instances production has been increased while the rented space has been reduced. Savings in production costs vary with the conditions encountered. These have been as high as thirty-five per cent (in instances where the necessity for overtime has been overcome), and ordinarily range from fifteen to twenty-five per cent.

OTHER NOTABLE ACHIEVEMENTS

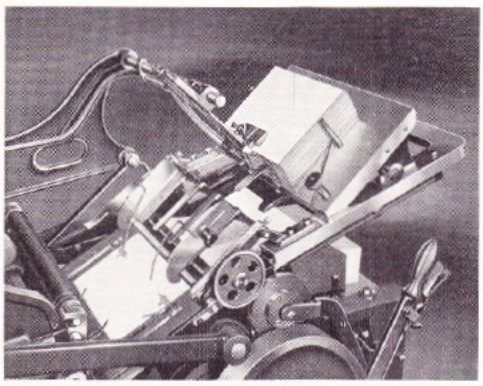
Every achievement of the American Type Founders Company has noticeably increased the prosperity of the printers. To it belongs the credit of placing upon the market those most popular and best of all stitching machines, the Boston Wire Stitchers. The Company is manufacturing and selling the Klymax Automatic Feeder for Chandler & Price Presses, which does a wider range of work than any other feeder applied to these presses, at a speed limited only by the action of the presses. Incidentally, it has, from the beginning, fostered the Chandler & Price Presses, selling more of them than all other dealers combined. It is also the chief distributor of the products of the Hamilton Manufacturing Company, selling more of them than all other dealers combined.



One of the Boston Wire Stitching Machines, for which line the American Type Founders Company is exclusive sales agent. It is the best seller.

EDUCATION DEPARTMENT

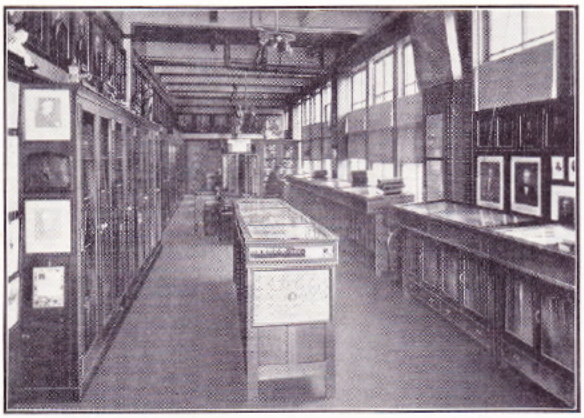
In 1915, the American Type Founders Company organized its Education Department, the function of which is to coöperate with vocational schools throughout the country, whether municipal or under the auspices of printers' associations, with a view to increase the effectiveness of instruction in printing. The department also aids vocational schools in securing efficient teachers. These activities help the printers in two ways: First, the proportion of printing class students who adopt printing as their vocation enter printing plants better equipped for efficient service and for their own advancement; secondly, those students who do not continue in printing will form a class in the business world which will be in sympathy with better printing and appreciative of its value and effectiveness. The more the activities of the Education Department are understood by printers, the more willing they will be to coöperate in this good work.



The Klymax Automatic Feeder, as applied to all sizes of Chandler & Price Gordon Presses, owned and manufactured by the American Type Founders Company. Undoubtedly the best feeder.

TYPOGRAPHIC LIBRARY AND MUSEUM

In 1908 the American Type Founders Company founded its Typographic Library and Museum for the higher education of the printers in the art of typography. This collection, which has grown to be the most complete of its kind in existence, has entirely justified the expectations of the management. It has stimulated the enthusiasms and aspirations of many of those who, within the last decade, have become leaders in the typographic art. These men, with their followers, have advanced the average excellence of American printing to a higher degree than has elsewhere been attained, while the number of those who are doing work of the highest excellence is increasing noticeably.

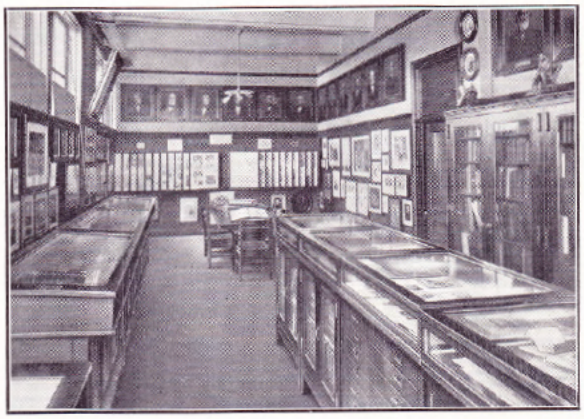


View of West End of Main Hall of the Typographic Library and Museum of the American Type Founders Company

This is a public library and museum established to perpetuate and honor the memory and achievements of all those who in any period and in all countries have advanced the typographic arts. The library occupies two rooms and contains more than twelve thousand volumes relating directly or indirectly to printing and its allied arts. It is open to visitors during business hours.

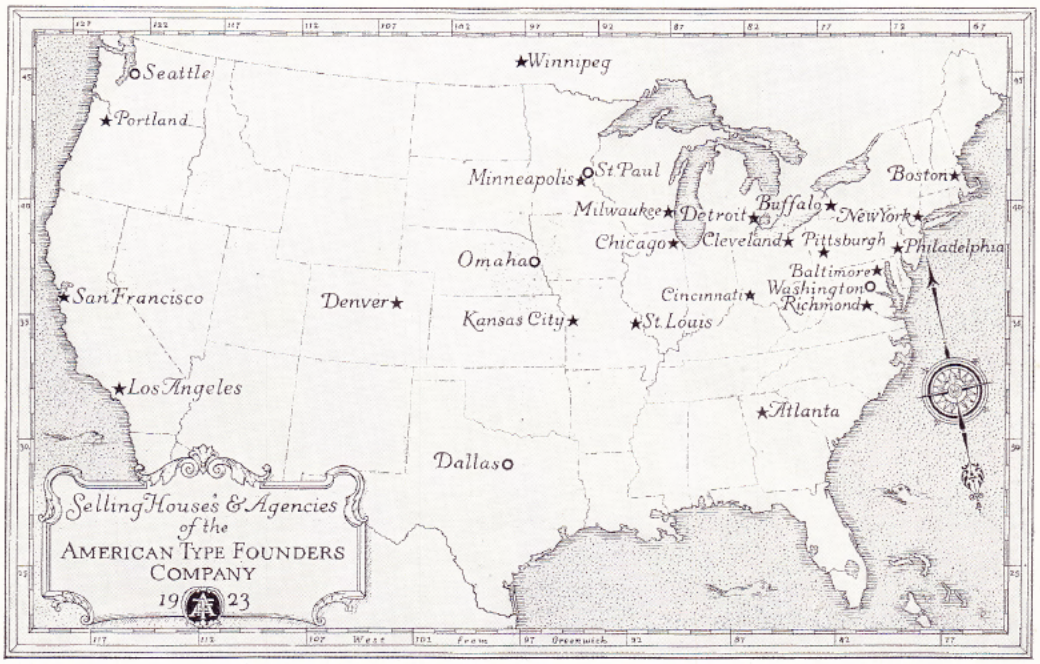
The collections in the library include type specimen books and broadsides from 1486 to the present time, textbooks, pictures and portraits, medals and autograph letters relating to printing and printers, ancient printing presses and appliances and other antiquities. There are also collections of books on journalism, advertising and relief engraving of all kinds, bookbinding, paper making, illuminated and other pre-typographic books, and of masterpieces in early printed and modern books.

The Typographic Library and Museum assumes the duty of collecting and preserving the memorabilia of printing and printers of all nations. It aims to answer or afford means of answering authoritatively all the questions relating to printing and its allied arts. Its ability to do this is the test of its comprehensiveness. The coöperation is invited of all who are interested in maintaining and enhancing the prestige of the art of printing, not only among the printers, but among their clients.



View looking East of the Main Hall of the Typographic Library and Museum of the American Type Founders Company

COVERING THE AMERICAN CONTINENTS



★ *Selling Houses of the American Type Founders Company*
○ *Houses of Barnhart Brothers & Spindler which are Selling Agents for American Type and Kelly Presses*

The policy of the American Type Founders Company is to give, as nearly as possible, equally good service in all parts of the country. The accompanying map shows the location of well-stocked Selling Houses and Selling Agencies in North America.

"Covering the Continent" ensures to the printers everywhere an expedition in deliveries and easy access to a diversity of stocks of types, machinery, equipment and materials unequaled in previous experience and keeping pace year by year with the growth of the printing industry. The American Type Founders Company, both in manufacturing and in selling, is constantly and actively helping the profitable progress of the printing industry, in which its interest is as vital as that of the printers themselves.

AMERICAN TYPE IN LATIN AMERICA

The National Paper and Type Company, 32-38 Burling Slip, New York, is the sole agent in all Latin American countries for all the manufactures of the American Type Founders Company, of which it carries stocks in its Selling Houses in Buenos Aires and Rosario, Argentina; Habana, Cuba; City of Mexico, Guadalajara, Monterrey, Tampico, Torreon, Chihuahua and Mazatlan, Mexico; Lima, Peru; and Montevideo, Uruguay. In the Latin American countries where it has no regular branches and stocks, the Company has selling agents. List of agents will be sent on application.

VISITORS ARE WELCOME AT ALL TIMES

By those who have visited it, the Central Plant of the American Type Founders Company in Jersey City is regarded more as an institution than a factory. It is an institution for the advancement of printing and printers. All who are interested in printing are welcome to visit it, and will be shown, without reservation, all the art and mechanical processes of type making: the development of a design from the original drawing to the matrices, the engraving of punches and matrices, the fitting of the types, the making of the molds, the tools of precision which establish that degree of accuracy in the types which is not equaled by any other manufacture made in large quantities, the casting machines, the manufacture of brass types and brass rules, and, last but not least, the Typographic Library and Museum, unrivaled in completeness.

AN ORGANIZATION DISTINGUISHED BY ITS LOYALTY

This book is the creation of Wadsworth A. Parker, manager of the Specimen Printing Department. Since 1906 Mr. Parker is to be credited with all the specimen printing. The Type Designing Department, which has been the chief factor in maintaining leadership in type design, is directed by Morris F. Benton. In 1892 Joseph W. Phinney, now first vice-president, was the leading authority in America in type design, and became the chief advisor in this important factor in the success of the Company. In 1895 Mr. Phinney effected a revolution in typographic taste in America by adapting to modern uses ancient and classic type designs, thus initiating the leadership in type faces. In 1911 William M. Kelly, for several years an employee of the Company, submitted his invention of an automatic job press, now world-famous as the Kelly Press, which was put on the market in 1915. Mr. Kelly is the manager of the Kelly Press Division, next in importance to the type department. In 1908 Henry L. Bullen undertook the work of establishing the Typographic Library and Museum, a collection solely formed by him, of which he continues as curator. In 1913 Mr. Bullen organized the Efficiency Department and in 1914 designed the Cut-Cost System of Printing Plant Equipment. In 1923 Charles W. Kellogg, who has grown up with the Efficiency Department, became its manager, having amply earned his promotion. In 1915 the Education Department was organized by Frank K. Phillips, manager, for introducing printing as part of vocational training in schools. The general success finally depends upon the able and loyal organization—the twenty-eight managers and the staffs of the Selling Houses, the production engineers, and the superintendents and employees of the Manufacturing Departments, too numerous to particularize, but none the less appreciated. Lastly, the Executive Department affords a leadership to the whole organization. It is headed by Frank B. Berry, second vice-president; Walter S. Marder, secretary; and J. Russell Merrick, treasurer.

R. W. Nelson

President and General Manager



AMERICAN TYPE FOUNDERS COMPANY

Selling Houses

BOSTON, MASS. . . . 270 Congress Street
NEW YORK . . . . . 200 William Street
NEW YORK *Uptown Branch*, 461 Eighth Avenue
NEW YORK . . . *Conner, Fendler & Company* 96 Beekman Street
PHILADELPHIA, PA. . 17-19 South Sixth Street
PHILADELPHIA, PA. . . *Keystone Type Foundry Supply House,* Eighth and Locust Streets
RICHMOND, VA. . . . 11 Governor Street
BALTIMORE, MD. . 213-217 Guilford Avenue
BUFFALO, N. Y. . 45 North Division Street
PITTSBURGH, PA. . . . 323 Third Avenue
CLEVELAND, OHIO 15 St. Clair Avenue, N. E.
CINCINNATI, OHIO . . . 646 Main Street
ATLANTA, GA. . . 116-118 Central Avenue
CHICAGO, ILL. . 517-519 West Monroe Street
DETROIT, MICH. . . 557 West Larned Street
ST. LOUIS, MO. . . Ninth and Walnut Streets
MILWAUKEE, WIS. . . . 125 Second Street
MINNEAPOLIS, MINN. 421 Fourth Street, South
KANSAS CITY, MO. . 932 Wyandotte Street
DENVER, COLO. . . . 1621 Blake Street
PORTLAND, ORE. . . . . 47 Fourth Street
SAN FRANCISCO, CAL. . . 500 Howard Street
SPOKANE, WASH. . . West 310 First Avenue
LOS ANGELES, CAL. . 121 North Broadway
WINNIPEG, CANADA . . . . 376 Donald Street

THE following Houses of BARNHART BROTHERS & SPINDLER are agents for Type, Kelly Presses and other manufactures of the AMERICAN TYPE FOUNDERS COMPANY:

WASHINGTON, D. C. . . . . 1224 H Street, N.W.
ST. PAUL, MINN. . . . . 51 East Third Street
OMAHA, NEBR. . . . . 1114 Howard Street
DALLAS, TEXAS . . . . . 1102 Commerce Street
SEATTLE, WASH. . . . . Western Avenue and Columbia Street

Canada, East of Port Arthur

TORONTO TYPE FOUNDRY COMPANY, York and Wellington Streets, Toronto
54 Jurors Street, Montreal

Selling Agent in Latin America

NATIONAL PAPER AND TYPE COMPANY, 32-38 Burling Slip, New York, is sole agent in Latin American countries for all the manufactures of the AMERICAN TYPE FOUNDERS COMPANY and carries stocks of them in the following cities:

ARGENTINA:—BUENOS AIRES, Calle Piedras 132; ROSARIO, General Mitre 635.
CUBA:—HABANA, Presidente Zayas 46.
PERU:—LIMA, Santo Toribio 240-266.
URUGUAY:—MONTEVIDEO, Calle Florida 1430.
MEXICO:—CIUDAD DE MEXICO, 7a de Nuevo Mexico 122; MONTERREY, Hidalgo 9; GUADALAJARA, Avenida Colon 183; TAMPICO, Empresa 13; TORREON, Juarez 1405; CHIHUAHUA, Independencia 200; MAZATLAN, Calle Guelatao 160-162.

AGENTS IN OTHER FOREIGN COUNTRIES: For names of agents in other foreign countries, apply to AMERICAN TYPE FOUNDERS COMPANY, 300 Communipaw Avenue
Jersey City, New Jersey, U. S. A.

THE POLICY OF THE AMERICAN TYPE FOUNDERS COMPANY

To continually create type designs which improve the quality and increase the demand for printing everywhere.

To coöperate in every well considered movement which aims to benefit the printing industry and enhance its prestige.

To discourage unhealthy competition and encourage such trade methods as will increase prosperity in existing plants.

R. W. Nelson

President

American Type Founders Company

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ROBERT W. NELSON

Vice-Presidents
JOSEPH W. PHINNEY
FRANK B. BERRY

Treasurer
J. RUSSELL MERRICK

Secretary
WALTER S. MARDER

Assistant Treasurer
JOSEPH F. GILLICK

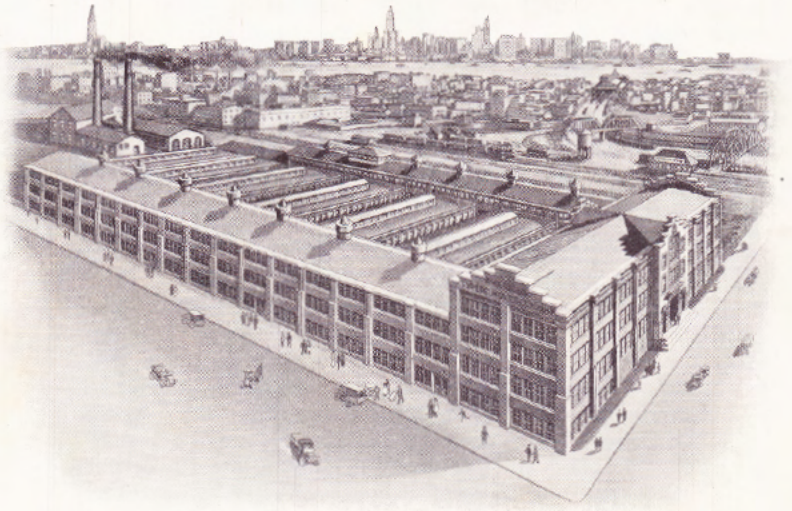
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WADSWORTH A. PARKER

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BENJAMIN KIMBALL

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CHARLES P. SOULÉ
JOSEPH H. KING
WM. M. KELLY



View of the Central Plant of the American Type Founders Company, showing its nearness to the City of New York, which is seen in the background, with the Hudson River between

The Complete Index

Individual items of types, borders, ornaments, decorative material, printing machinery, steel and wood printing office equipments, bookbinders' materials and supplies, and all miscellaneous items, will be found at the extreme end of this catalogue

Ready Reference Index

of

The More Important Items Shown in this Book

To assist in quickly locating the principal items in type families, type faces, various type classifications, important machinery, etc.

	PAGES		PAGES
Publicity Types	17-331	Classified Advertising Faces	517
General Jobbing Faces	17-331	Typewriter Faces	521-532
Copperplate Gothics	334-349	Body Types	535-581
Card Faces	350-359	General Information	582-585
Text Faces	360-366, 376-388	Typographic Accessories	586-621
Society Types	367-375	Calendar Figures	602-611
Correct Society Printing	389-396	Decorative Material	625-802
Script Types	399-425	Brass Rule	811-874
Shaded Faces	429-443	Kelly Presses	879-894
Outline Faces	128, 182, 184, 444-447	Machinery Section	895-1010
Gothic Faces	459-494	Cut-Cost Equipments	1011-1064
Newspaper Head Letter	474-481, 508-511	Hamilton Equipments	1067-1130

For all other items refer to the complete index at end of catalogue

STUDY this catalogue page by page. It is not a mere catalogue, but a veritable encyclopedia of typographic styles. Herein are the type faces which establish typographic fashions, and also many beautiful examples of how these type faces may be used to please the printer's customers. These examples are not shown to embellish the catalogue, but to demonstrate to the printer that extra profits may easily be obtained if the printing is done with type faces of higher merit in their design, which impart extra value to the printing. Study this book in the interests of your own customers

MODERN FLOURISHES

THE TYPE DESIGNS USED ON PAGES 3 TO 16D ARE GARAMOND AND GARAMOND ITALIC, EXCEPT ON PAGES 16C AND 16D, THE DECORATIVE MATERIALS USED ARE TEAGUE BORDERS IN VARIOUS COMBINATIONS

Types

The choicest selection of Publicity Types for the Commercial Printer and the General Advertiser

as well as

the newest and best designs in Job Faces, Italics, Texts, Scripts, Shaded Faces, Gothics, Typewriter Faces, Body Types Accessories, etc.

AFTER all is said and done, the printer's work is judged chiefly by the type faces used in it. A good type face may make poor paper and cheap inks passable, but the best qualities of papers and of inks are incapable of giving even a semblance of quality to printing executed with type faces of inferior designs

This insert is printed on BLUE BISCAY WEDDING, plate finish
Basis 21½x33—76 lbs.
Made by the AMERICAN WRITING PAPER CO.
Holyoke, Mass.

A first complete display
of the

GARAMOND
Series

after the beautiful XVIth century types
of Claude Garamond,
together with

Garamond Italic



Embellished with the

CLELAND BORDERS AND ORNAMENTS

especially designed for these letters
by T. M. CLELAND

CLELAND ORNAMENT

BRASS RULE FRAME MITERS

72 Point 4 A 6 a

Marks

60 Point 5 A 7 a

Sighted

48 Point 6 A 10 a

BUNCH

Eruption

36 Point 7 A 12 a

INSPIRED

Huge Clock

30 Point 8 A 14 a

BRANDING

Unequal Kind

24 Point 9 A 19 a

ROMANCE
Gay songbird returns at first sign of spring

18 Point 15 A 29 a

MONUMENTS
BEGUN memorial dedicated to hero with much pomp

16 Point 17 A 34 a

ENTERPRISING
FRENCH musicians banqueted by local civic organizations

14 Point 22 A 42 a

SIMPLE RULES FOR BRIGHT PERSONS
NUMBER among your virtues some unselfish thoughts about saving

12 Point 24 A 47 a

INTRODUCING ENGLISH STYLE
SEVERAL importing establishments will show latest designs in silks and satins by foreign textile mills

10 Point 26 A 53 a

DILIGENCE WITH TRUTH IS GAINED
ROADS seldom are too wearisome or lengthy for one who advances with patience and care

8 Point 26 A 53 a

BROAD INFLUENCE OF CORDIAL CHATS
REAL enjoyment is never derived from books until ideas thus obtained have been ventilated in sound conversation with others

6 Point 30 A 60 a

GREAT DANGER MAKES MEN MORE INFLEXIBLE
STRONG courage increases the chances of success oftentimes by creating opportunities and availing itself of them. It gives the strength and power to see and overcome hidden dangers

Characters in Complete Font

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v

w x y z ff fi fl ffi ffl . , - ‘ ’ : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

12 Point 24 A 48 a

SECURE DESIGN FOR MAGAZINE

Display of new styles in typography proved interesting exhibit at recent shows. Student exhibition very clever

10 Point 27 A 54 a

COLONIAL PERIOD TIME OF PROGRESS

Faithful workers should evince a continual desire to surpass their previous efforts each eventful day

8 Point 30 A 60 a

FINER FRENCH TYPE CAST BY GARAMOND

The very neat work turned out by printers centuries ago astonishes people to-day and especially if we consider the equipment at their disposal

6 Point 32 A 63 a

CLEVER ORGANIZATION SPECIALIZING METHODS

Experience has greatly extended and immensely broadened ideas governing the management and development of business. During this productive period many fine records of efficiency were reported

24 Point 10 A 19 a

DIGESTION

Fine samples of imported frocks attract maiden

18 Point 16 A 28 a

MISCONSTRUE

Conscientious effort stamps the work of true craftsmanship

16 Point 17 A 34 a

GOVERNMENTS

Eastern organization distributing religious tracts through station

14 Point 22 A 44 a

NOBLE PRIVILEGE DEFINITE SYSTEM

Pleasingly designed type faces favorably influence the cause of fine printing

48 Point 6 A 10 a

FORCED Displayed Straighten

36 Point 7 A 12 a

METHODS Unfrequented Bibliographic

30 Point 9 A 16 a

ECONOMIZE Poster effects give pleasing touch to color advertising

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s t u v w w

x y z ff fi fl ffi ffl as is us ct fr ll sp st tt . , - ‘ ’ : ; ! ?

The following characters are fonted separately and furnished only when specially ordered

A B C D E G L M N P R T Y &

Garamond

COMBINING the qualities of force and elegance in an exceptional degree, this beautiful letter designed by the first professional type founder in the year 1540 presents opportunities for the widest range of application to the intelligent printer of to-day. Its utility and beauty will make it a standard type of the future.

GARAMOND

AND GARAMOND ITALIC

Cut and cast exclusively by

American Type Founders Company

CLELAND BORDERS

ON THE pages which show the Garamond Family a number of examples are presented which suggest a variety of uses, plain and decorative, for which these types are appropriate. That more of the examples are ornamental than otherwise is quite naturally due to a desire to demonstrate the many possibilities of the Cleland borders and Cleland ornaments which were especially designed for these types. The beauty of the letters themselves will suffice to give dignity and distinction to the plainer kinds of printing.

ARCHVILLE TRUST COMPANY

· BANKERS ·

ARCHVILLE, OREGON

MILES C. BARDOLPH
President

ARTHUR NYME
First Vice-President

CHICAGO OFFICE
5061 Michigan Avenue

TEN MINUTE

Talks

ON

INVESTING

PUBLISHED EVERY WEEK
BY
THE WORLD CORPORATION
New York

BYRON H. BOND

INVESTMENT
SECURITIES

480 Wall Street

Brown, Alton & Brown

CIVIL ENGINEERS

Wm. B. Brown

923 Broad Street

Artistic settings in semiprecious stones as well as in diamonds and pearls are offered to discriminating purchasers at prices which are very moderate when quality and craftsmanship are taken in consideration.

Reliable watches and clocks shown in big variety of cases, all of the finest workmanship and design. The watch and clock repair department employs only skilled and experienced experts.

The best possible facilities are offered for the cleaning, repair and storage of valuable jewelry and objects d'art.

CARTWRIGHT COMPANY

PEARLS
DIAMONDS
WATCHES
SILVERWARE



OUT-OF-TOWN ORDERS FILLED BY MAIL

FIFTH AVENUE
NEW YORK

CLELAND ORNAMENT

Interior Decorations

Antique Furniture

WARREN WEST AND COMPANY

Draperies and Hangings

Sketches and Estimates Furnished

CLELAND BORDER

Gifts

Articles of distinctive character for every occasion

CLELAND BORDER

HISTORICAL PORTRAITS

EARLY ENGLISH PAINTINGS OF NOTED PERSONAGES OF THE XVITH CENTURY

NOW ON EXHIBITION AT

The Carmor Galleries

CLELAND BORDERS

Orlay

cut velvets are now on exhibition in a large variety of the newest patterns & colors. They offer uncommon artistic advantages as well as durable qualities

MCMXXVI

CLELAND BORDER

MENU

HORS D'OEUVRES

CONSOMME ROYALE
au croutons

BROOK TROUT
Celery Sauté Meuniere Olives

RIS DE VEAU
Montebello
Petits Poids à l'etuvée

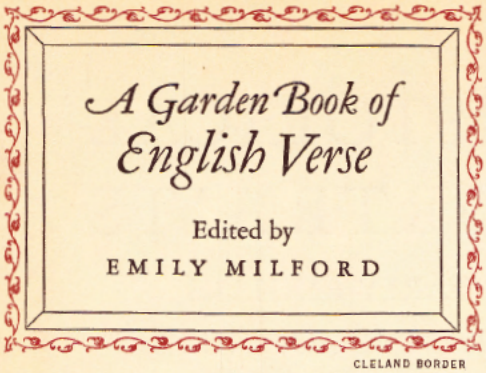
SELLE D'AGNEAU
Colbert

COEURS DE LAITU

COUPE GARAMOND
Petits Fours

CAFE

CLELAND ORNAMENTS



CLELAND BORDER

ROBERT HERRICK

CLELAND ORNAMENT

To Daffodils

Fair daffodils, we weep to see
You haste away so soon;
As yet the early rising sun
Has not attain'd his noon.
Stay, stay
Until the hasting day
Has run
But to the evensong;
And having pray'd together, we
Will go with you along.

· 3 ·

CHAPTER FC

The Green Cur

COUNTLESS moments pas
motionless in the hallwa
the curtained door throu
disappeared. A great fear that th
unseen held his eyes riveted to t
that seemed gradually to be fuse
half-crazed stare. Now the branches of the trees in the woodland background appeared to sway, the sunlight danced on the grass, the sheep began to move about in their browsing, and the eyes of the sleeping shepherd maid seemed to flicker as if she were at last awakening from her long slumber. Suddenly he started. For the first time Stewart noticed that the shepherdess looked strangely like Isabelle. He crept stealthily closer to the pastoral scene. Yes, he was sure of it; it was she. Instead of passing behind the tapestry she had slipped quietly into the picture to spend the rest of her days peacefully dreaming under the flowered arbor. The flowing green curtain had eternally separated them; it had taken her from him. The thought of it maddened him. He was filled with a frantic desire to wrench the curtain from the door and tear it in shreds. Suddenly a voice called

35

Love Lyrics of Old France

Translated and Edited by ARTHUR CREIGHTON WARNER

Volume One

Chapter Two

The Pharao–Conquest of the beautiful Irene–Project for a mascarade

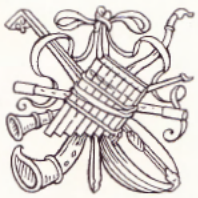
AFTER I was fully awake I remembered the shepherd maid who had danced the furlana so well at the opera ball and I thought of paying her a visit. I was not so much intrigued by her beauty, but I was anxious to know who was that father and that mother who were my old friends. I dressed for the morning and went out on foot to the tavern of *The Three Kings.* I went up, without saying anything, to the room which the girl had indicated to me, and I stood confounded to find myself face to face with the Countess Rinaldi, to whom Zavoki had introduced me at the *Locanda* of Castelletto sixteen years before. The reader will remember how M. de Bragadin had paid her husband the sum which he won from me at cards.

Madame Rinaldi had aged, but not enough to be at all unrecognizable. As I had never had for her more than a passing caprice, I did not linger

Text set in 16 Point Garamond *and Italic*

THESE ARTISTS WILL APPEAR

THE complete list of concert artists of the highest musical standing whose names are printed here will appear under our personal direction during the coming season. To those who are familiar with the exacting standards of this office and with its reputation in the past no further introduction than the mention of these renowned names will be necessary. Broxton concerts never disappoint



CLELAND BORDER AND ORNAMENTS

Bindings

Meredith, Ronaldson & Company take pleasure in announcing that they now have on exhibition a remarkable collection of fine bindings of the 16th century. There are many exceptional specimens of hand-tooled book covers from the libraries of royal personages, as well as a number of embroidered bindings of this period. A collection of this character has never been shown in America before. This display will remain in progress until August first



BRASS RULE FRAME MITERS

Paragraph set in 16 Point Garamond Italic

CLELAND ORNAMENTS

May 1924

MONTHLY PRICE LIST OF

Rare Books

FIRST EDITIONS & CLASSICS

CLELAND BORDER

LOGAN & TURNER

PLAYS

THOSE interested in the drama, classic and contemporary, are sure to find our stock of plays and works on dramatic literature and technique in all its branches unrivalled by that of any establishment in the city. We have specialized in books of this kind for many years and we offer our knowledge in this department to any who care to avail themselves of this service

ADAMS BOOK SHOP
136 HARCOURT STREET

Bronze

A PLAIN TREATISE ON THE USE OF THIS MOST DURABLE AND BEAUTIFUL OF METALLIC ALLOYS · ILLUSTRATED WITH A NUMBER OF MODELS—SCULPTURAL ARCHITECTURAL AND STRUCTURAL—WITH VALUABLE DATA FOR THE ARCHITECT & ENGINEER

CLELAND COMBINATION ORNAMENTS

NO MORE than a very few suggestions are possible, within the limits of these pages, of the practically limitless uses to which the series of Cleland borders and ornaments may be put with the Garamond Faces. The effects shown here are all simple in construction and within the scope of any compositor. They will prove a source of increased profit to enterprising printers

This package should be kept in a cool and dry place to maintain perfect condition of contents at all times

CARLTON PRODUCT

RICHMOND CLUB

Baths

THE MOST LUXURIOUS AND BEAUTIFUL ESTABLISHMENT OF ITS KIND IN THE COUNTRY

Always Open

HOTEL AMBOISE

Twenty-third Season

Messrs. J. ROAN & SON
HAVE THE HONOUR TO INVITE
AN INSPECTION OF
THEIR LATEST IMPORTATIONS
OF UPHOLSTERY FABRICS
AND RARE HANGINGS

CLELAND BORDERS

CATALOGUE
OF
Rouard Fils
PORCELAINES
AND
FINE
TABLEWARE

ILLUSTRATED CATALOGUE

Porcelaines

and fine tableware

ROUARD FILS

Limoges · France

1926
EDITION

CLELAND BORDERS

A Perfume of exquisite refinement especially adapted to the discreet taste of those women who prefer always to be inconspicuous.

Lis
DU JARDIN DE MON PERE

Made in the famous laboratories of DRAQUIN 46 Rue Garamond Paris, from the original formula in use for a century.

CLELAND BORDERS

NELSON DEAN & CO.

· ARCHITECTURAL SCULPTORS ·
DESIGNERS AND MODELERS IN ALL
DECORATIVE MATERIALS

6 BEAUVILLE BOULEVARD
ESSEX MAINE

CLELAND BORDERS AND ORNAMENT

PRICE

WATCHES & CLOCKS

Favorably known for more than a century for their reliability of materials and workmanship and for their unsurpassed accuracy in all circumstances

PRICE TIMEPIECE COMPANY
ELLDALE, CONN.

Life & Letters of Crane

VOL. 16

SPECIAL EDITION

GARAMOND IS A CLASSIC OF TYPE FACES

CLELAND BORDERS

This insert is printed on AURELIAN (Natural)
made by the WORTHY PAPER CO. ASSOCIATION, Mittineague, Mass.
in White, Natural and India; 25x38—70 and 80 lbs.; deckle edge

In the preparation of

PERIODICAL

ADVERTISING PAGES

Garamond and Garamond Italic in combination with the Cleland borders and ornaments, will offer compositors and layout men of ingenuity and taste, inexhaustible means for the creation of designs at once decorative, dignified and clearly legible.

IMAGINE this page, for example, in the advertising section of a popular magazine. Would it attract your attention? Is it readable? This page is purposely decorative in order to show the possibilities of designs of this character. It is entirely composed of typographic material.

CLELAND BORDERS

Cast on Art Line

Garamond Bold

PATENT APPLIED FOR

72 Point 4 A 6 a

High

60 Point 5 A 7 a

DINE

Epical

48 Point 5 A 9 a

SERIFS

Majesty

36 Point 6 A 11 a

PUBLISH

Biological

30 Point 8 A 14 a

NUMBERS

Hectograph

24 Point 8 A 17 a

BRIMSTONE

Modern Detail

18 Point 13 A 26 a

DEFINITION

Many problems thought trifling were not solved

14 Point 20 A 40 a

UNIQUE DESIGN

Noted foreign artist exhibited many fine interior decorations

12 Point 22 A 44 a

BEAUTIFUL HOUSE

Retired coal merchant from very remote town purchases cottage near the highest mountains

10 Point 23 A 47 a

DYNAMITE BLASTS

Unexpected explosion caused public building to collapse. Contractor says faulty construction investigation will start

8 Point 26 A 50 a

ECONOMIC LECTURES

Newly appointed physical instructor delights village students. Many prominent people attended the dance that immediately followed

6 Point 28 A 54 a

ELEGANT RESULT SHOWN

Many workers throughout the country are studying personal efficiency. Foremost industrial leaders are highly pleased with the stronger morale. Economic society approves of movement and will readily extend support

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ‘ ’ : ; ! ?



A STUDY of this page as well as the six pages which immediately follow will show that in offering the Garamond Bold type design to the printers of the country the American Type Founders Company has done more than simply to place a new typeface upon the market. This important addition to the classic Garamond Family combines, to an unusual degree, distinctiveness of character with beauty of design. It is not a type face limited to any special kind of work, but is suitable for use on a wide range of publicity and commercial printing

CLELAND BORDER AND ORNAMENT

BRASS RULE FRAME MITERS

TYPOGRAPHY IS THE MOST INFLUENTIAL OF ALL THE ARTS: IT SENDS KNOWLEDGE ABROAD AS HEAVEN SENDS THE RAIN · ONE FRUCTIFIES THE SOIL, THE OTHER MAN'S INTELLIGENCE

BRASS RULE FRAME MITERS

CLELAND BORDER

THE ADMIRABLE

GARAMOND FAMILY

AN ANCIENT CLASSIC TYPE DESIGN

FOR PRINTING OF MERIT

CLELAND COMBINATION ORNAMENTS

SPECIMENS

OF OUR

TYPE FACES

AND

DECORATIVE MATERIAL



MCMXXIII

BORDEN & RICHARD

Art Printers

24 East Livingston Street

New York

Illustration & Lettering

Every detail of these subjects is carefully taught by our competent instructors



For the past forty-one years the Coleman Institute has been teaching *Illustration & Lettering*. Many of our nationally known designers were students of the Coleman Institute. *Enroll Now!* Send for booklet B4

Coleman Institute · North Johnsburgh

CLELAND BORDERS AND ORNAMENT

IDEAS

WE DESIRE to call the attention of printers to the new ideas in typographic borders which are displayed throughout this book. Many of these borders have been designed by leading decorative artists. These designs should be of great interest to the wide-awake compositor

The Decorative Materials of the AMERICAN TYPE FOUNDERS COMPANY *are Unexcelled in Beauty of Design*

CLELAND BORDER AND ORNAMENT

SPOTS

A SPOT OF COLOR HERE AND THERE WILL DOUBLE THE VALUE OF PRINTING · MANY NEW AND BEAUTIFUL ORNAMENTS ARE DISPLAYED FOR THE FIRST TIME IN THIS CATALOGUE



This insert is printed on AURELIAN (Natural) made by the WORTHY PAPER CO. ASSOCIATION, Mittineague, Mass. in White, Natural and India: 25x38—70 and 80 lbs.; deckle edge

Garamond Bold

GIFTS

FOR EVERY OCCASION



ARTICLES OF PROVEN MERIT

FRANK M. BRIGHTON
STATIONER

CLELAND BORDER AND ORNAMENT

THE WRIGHT WAY

PRINTING
PROPERLY
EXECUTED

TELEPHONE
BIRGHEN
2879-80

WRIGHT & CO.
PRINTERS

CLELAND ORNAMENT BRASS RULE FRAME MITERS

INSTRUCTIVE AND ENTERTAINING

TEN MINUTE TALKS ON TYPES

TYPOGRAPHIC LIBRARY

AMERICAN TYPE FOUNDERS COMPANY

CLELAND BORDER AND CLELAND COMBINATION ORNAMENT

THE REASON TYPEFOUNDERS SPECIMEN PRINTING SHOULD BE DECORATIVE IS OBVIOUS

TYPE
ORNAMENTS
BORDERS
BRASS RULE
ON SALE

ENVELOPE ENCLOSURES ARE ECONOMICAL ADVERTISING

We want to tell *Merchants & Manufacturers* of one Good way to *reach* a great many people for *but little money.* Envelope Stuffers, sent with your *Bills* during the month and also with your *Monthly Statements,* that tell of some Unusual Service or of Bargains in Merchandise, often start a customer *toward more purchases.* Envelope Enclosures are *economical advertising pieces* and cost *very little to print.* They require No Postage. Have your office assistants enclose them with letters, bills and statements, and note the result

OUR SERVICE DEPARTMENT

will help you plan a series of these Advertising Pieces that should prove an *excellent investment* Call on us at Any Time

MINTER-PECKHAM COMPANY, Typographers

Hawthorne Building, 45 Rockingham Street

PITTSBURG, MICHIGAN

OLD ENGLISH BORDER

JOHN SMITH, *Manager*

Telephone BERGEN 1234

SYLVESTER STEPHENS COMPANY

Printers

392 MONTGOMERY STREET

New York

The
GARAMOND FAMILY
for
Beautiful
Effects

NATIONAL STUDIOS

INCORPORATED

283 EAST 42D STREET · NEW YORK

Telephone MANHATTAN 6014

DAVID MORAN

Secretary and Treasurer

Phone MAIN 2903



JeanetteViola Endey

Harpist

EIGHTEEN RAYMOND PLACE

New York City

Return in five days to

DANIEL JONES MITTCOMB

Downaleron Apartments

ALBANY, GA.

ORPHIC SPOT

Committee on Active Membership

NATIONAL INSTITUTE of APPLIED DESIGN

Executive Office · 79 EAST 54TH STREET

Northport, Delaware

Goudy Catalogue

PATENT APPLIED FOR

72 Point 3 A 5 a

Sold

60 Point 3 A 5 a

Eight

48 Point 5 A 8 a

Dahlia

42 Point 5 A 9 a

Blandly

36 Point 6 A 10 a

HERON

Madrigal

30 Point 6 A 12 a

NUMBER

Rhapsodist

24 Point 8 A 16 a

UNIFORMS

Philanthropy

18 Point 13 A 24 a

BACKBONE

Monthly sales are expanding

14 Point 17 A 34 a

LAST EDITION

The best books of fiction seldom fail to have good sales

12 Point 20 A 39 a

PRODUCTS SOLD

Men are interested in all matters pertaining to their own business

10 Point 23 A 44 a

SELECTED CLERK

Expensive handmade papers are much used at the present time for the finest sort of work

8 Point 26 A 51 a

EXCITING QUESTION

Newsprint is consumed in enormous amounts by the city newspapers especially for the Sunday editions of several bulky supplements

6 Point 30 A 60 a

COMPLICATED MACHINES

The wood pulp used for making newsprint contains the original impurities present in the wood; that is why our newspapers turn quite yellow and become brittle

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j

k l m n o p q r s

t u v w x y z ff fi

fl ffi ffl . , - ’ : ; ! ?

Goudy Catalogue Italic

PATENT APPLIED FOR

10 Point 24 A 48 a

SENSIBLE ACTION

Only few are qualified to shine in society; but it is possible for almost all men to be agreeable

8 Point 26 A 51 a

PROFIT BY MISTAKES

Experience is a safe light to walk by and he is not a rash man who expects to succeed in future by the same means that helped him in days past

6 Point 30 A 60 a

MEDICAL COURSES LIKED

Reading is to our minds the same as exercise is to our bodies. By the one, health is greatly invigorated and preserved; by the other, virtue which is the health of the mind is kept alive and tenderly cherished

18 Point 13 A 24 a

FRANCHISE

Grand opening for trade school

14 Point 16 A 32 a

HARMONIOUS

Enjoyable musical selections heard by means of the radio

12 Point 22 A 42 a

CENTER MARGIN

Rare manuscripts and books often yield ideas that are very practical

72 Point 3 A 5 a

Shift

60 Point 3 A 5 a

Reply

48 Point 5 A 9 a

Hybrid

42 Point 6 A 10 a

Unfilial

36 Point 6 A 11 a

EDITOR

Breakfast

30 Point 7 A 14 a

DUBIOUS

Melancholy

24 Point 8 A 16 a

UNSPOKEN

Phantom Ship

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u

v w x y z ff fi fl ffi

ffl ct . , - ‘ ’ : ; ! ?

CULTURE

MAY BE OF TWO KINDS: THAT FORCED ON MAN AND THAT ACQUIRED OF HIS OWN WILL ❦ THE PRINTED PAGE ASSISTS THE WIDE-AWAKE MAN THAT SEEKS CULTURE

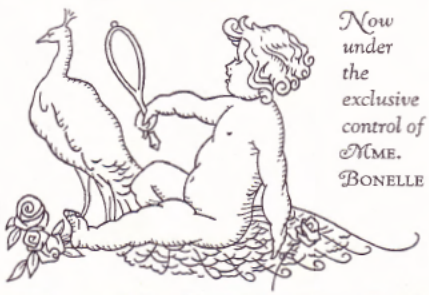
PARAMOUNT BORDER BROCHURE BORDERS

VANITY BEAUTY SALON

Ralston Road, near Sandringham Park

A SHOP of rare charm and distinction that caters only to women of discriminating taste and refined judgment

Telephone for an Appointment



Now under the exclusive control of MME. BONELLE

BROCHURE BORDER ROTERS ILLUSTRATOR



TYPOGRAPHY

To begin with, the design of a piece of printing should be considered in its relation to the idea of the thing itself, its sale and use. Obviously, the type faces, color scheme and illustration should be keyed to the end of making it easy for the reader to get the idea of the advertiser, for results are what count. Type should therefore be employed with proper consideration for its force in presenting the copy



AMERICAN

TYPE IS THE BEST

TORY ORNAMENTS

Goudy Oldstyle

PATENTED MAY 9, 1916 REGISTERED NO. 655,643

72 Point 4 A 6 a

BEN

Joint

60 Point 5 A 7 a

SIGH

Rapid

48 Point 5 A 9 a

BINDS

Exploit

42 Point 5 A 10 a

HOUSE

Shingled

first time

36 Point 6 A 10 a

HOME

Quaint

30 Point 7 A 14 a

FOUND

Musician

delighted

24 Point 8 A 16 a

NOTICES

Unfinished

framework

18 Point 12 A 23 a

MECHANIC

GIVES experts

usual warning

14 Point 17 A 34 a

EXPERIMENTS

BRIGHT magician spent much time unraveling tricks

12 Point 21 A 40 a

GRAND PICTURE

RECENT photographs inspire many leading theatrical promoters

10 Point 24 A 48 a

PERFECT SPECIMEN

SIMPLE design exhibited considered very artistic for modern typography

8 Point 27 A 54 a

CUT-COST EQUIPMENT

MODERN cabinets containing leads and quads reduce labor costs considerably. Efficiency material creates large profits

6 Point 29 A 58 a

STIMULATING PRODUCTION

PROGRESSIVE printers recognize the fact that economy lies in equipping their plants with modern materials and machinery. Now is the time, as every minute lost swells the pay roll

Characters in Complete Font

A B C D E F G H I J K L

M N O P Q R S T U V W X

Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p

q r s t u v w x y z ff fi fl ffi ffl

ct ¶ ❦ . , - ' : ; ! ?

SMALL CAPS from 6 to 18 Point, and Oldstyle Figures 1234567890 in all sizes, are put up in separate fonts and furnished only when specially ordered

Goudy Italic

PATENTED APRIL 9, 1918 REGISTERED NO. 660,448

Daintiness

says more for itself than all the fine words you can recruit to its aid

To advertise daintiness in jewelry, garments, perfumes, or silverware you must employ the Language of Daintiness, which is the combination of paper, color, illustration and the judicious use of the graceful

Goudy Italic

American Type Founders Company

BROCHURE BORDER

Characters in Complete Font

A B C D E F G H
I J J K L M N O
P Q R S T T U V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl Qu ct . , - ' : ; ! ?

36 Point 6 A 11 a

PRINTERS
Harpsichord

30 Point 7 A 14 a

MECHANIC
English Subject

24 Point 9 A 18 a

INTRODUCED
Quaint Inhabitant

18 Point 14 A 28 a

MODERN SYSTEM
Large Mercantile Firm

14 Point 19 A 36 a

EXCURSION STEAMER
Delights Numerous Children

12 Point 24 A 46 a

BEAUTIFUL COMPOSITION
Hartford Sculptor Awarded Medal

10 Point 26 A 52 a

PRINTING LEADING MANKIND
Michigan College Students Enlightened

8 Point 29 A 58 a

ENFORCES FIRE PREVENTION RULES
Drastic Regulations Ordered by Advisory Board

6 Point 33 A 65 a

AMERICAN TYPE STYLES INCREASE BUSINESS
National Advertisers Demand Latest Typographic Designs

Goudy Cursive

PATENT APPLIED FOR

36 Point 6 A 11 a

Austral Translated

30 Point 7 A 14 a

Knowledge Sylvan Tracts

24 Point 9 A 18 a

Recapitulate Colorful Exhibits

18 Point 14 A 28 a

Admires Display Unique Folder Given

14 Point 19 A 36 a

Dignified Characters Winter Harvesting Begun

12 Point 24 A 46 a

Responsibility Undivided Delightful Springtime Musical

10 Point 26 A 52 a

Gathering Twilight Shadows Irreproachable Subtleness Established Graduation Valedictory

8 Point 29 A 58 a

Classic Beauty Delighted Friends Expressed Admiration During Performance Romantic Songs Appreciated

6 Point 33 A 65 a

Surroundings Created Distinctive Atmosphere Newest Production Excited Daily Comment Abroad Simplicity Noted Throughout

Catalogue of Prints & Etchings Rare Books on Fine and Applied Art

Telephone 14 Deal

Metropolitan Galleries

South Manchester

TEAGUE BORDERS

Characters in Complete Font

A A B C D E F G

H I J J K L M N N

O P Q R S T U V

W X Y Z QU Qu Th &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e e f g g h i j

k k l m m n n o p q r

s t t u v v w w x x y z

ff fi fl ffi ffl qu ct st ſs

. , - ' : ; ! ? ~ ~ ~ ~



Printers & Publishers

Particular Attention is Called to the Elegant

Goudy Cursive Series

[Made in Nine Sizes]

A Type Face of Great Merit and Many Possibilities

Original · Distinctive · Beautiful



American Type Founders Company

GOUDY TITLE

PATENTED APRIL 9, 1918 REGISTERED NO. 660,444

48 Point 5 A

MEN SICK

42 Point 5 A

NOSE HIGH

36 Point 6 A

RINGS INFER

30 Point 8 A

POSING URBAN

24 Point 9 A

EMBLEMS GENUINE

18 Point 13 A

BANQUETED DELIGHTFUL FROLICSOME

14 Point 17 A

ENCLOSED UTILIZING SCHOLARS

12 Point 19 A

PROUD MEN OLD CHOIRS CLEVER BOY

10 Point 23 A

SEND MOTHER URGING DAME OAK MANSION CHIDING KING

8 Point No. 2 26 A

HUG INSTRUCTOR BEAUTIFUL SCENE SHOP ORCHESTRA QUESTION YOUTH

8 Point No. 1 32 A

PROMINENT PRINTER MAKE PROPOSITIONS INTERESTING OBJECT CAUTION HORSEMEN ADVERTISING BONDS

6 Point No. 3 30 A

DECIDE CRITICAL POINTS BUSY SCHOLARS RETURN WRITER AIDS MEMORIAL ENORMOUS FIELD GAMES GOLF INSTRUCTOR BOLD

6 Point No. 2 36 A

MODEST SUBSCRIPTION GIVEN ARTISTIC DANCER TRAVELING BUILT CONSPICUOUS STUDIOS PURCHASING MODERN HOUSE CHILD UNVEILED MONUMENT IMPORTING CHRISTMAS SUITS SOUND FINANCIAL EMPORIUM

6 Point No. 1 44 A

RENDERING HIGHEST HOME SERVICE SCHOLAR ASTONISHED INSTRUCTOR GOVERNMENT ENCOURAGED THRIFT AMERICAN INGENUITY UNEXCELLED HIGHER EDUCATION INCOMPARABLE EXPERIENCED EASTERN MERCHANTS INSURING EXTRAORDINARY DISPLAY

The advantage of Title Line is that it permits of close spacing between lines

CHARACTERS IN COMPLETE FONT

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
. , - ' : ; ! ?

AFTER ALL IS SAID AND DONE

After all is said and done, types are the most important part of the equipment of a printing office. There are times the printer overlooks this very important fact as he contemplates his expensive machinery



AMERICAN TYPE FOUNDERS COMPANY

The Goudy Type Family

There is a distinct
touch of tomorrow embodied
in the Goudy types
of today, and this quality
which anticipates
the future enhances their
present day uses



American Type Founders
Company

American Type Founders Company

GOUDY TYPE FACES

Goudy Oldstyle . Goudy Italic . Goudy Bold . Goudy Bold Italic
Goudy Handtooled . Goudy Handtooled Italic . Goudy Cursive
Goudy Catalogue . Goudy Catalogue Italic . Goudy Title



To Printers and Advertisers:

Variety in type designs is the spice of typography. There was a period from the early sixteenth to the end of the eighteenth century when all printing was done with type designs of the order of which Caslon Oldstyle and Garamond are the present day representatives. These are superb designs, but the printers became so fearfully tired of being compelled to use them, that, when Bodoni introduced his modern roman design, the old style types were abandoned with one accord. Almost a century elapsed before the old style types were restored to favor.

There must be variety to keep the higher order of type designs from growing stale through too constant use. A good parent type design, such as Goudy Oldstyle, is therefore developed in various interpretations into a type family, all to the end that printing may be kept forceful and lively.

OUR POLICY

To continually create type designs which improve the quality and increase the demand for printing.

To co-operate in every well-considered movement which aims to benefit the printing industry and enhance its prestige.

To discourage unhealthy competition and encourage such trade methods as will increase prosperity in existing plants.

AMERICAN TYPE FOUNDERS COMPANY

ROBERT W. NELSON, *President*

TEAGUE BORDERS

The GOUDY Family of Types

GOUDY TYPES in their shapes have a close affinity with the classic roman letters of early Venetian printers. The ancient models are enlivened by increased contrast of main and minor lines, and by more acute serifs. These modernizations increase the effectiveness for present day uses and give a free, flowing quality which is one of the chief reasons for the popularity of the Goudy types. The light shines through each character, establishing unusual clearness in mass effects. Goudy types are for all purposes and give dignity with strength to every piece of printing

American Type Founders Company

THE PRINTING PRESS VOICE OF ALL PROGRESS AND WORLD THOUGHT

MUCH hath printing wrought for thy well-being and for all mankind. To movable types thou art debtor for thy knowledge, thy liberty, and thy prosperity or thy hope of prosperity. The foremost human benefactor is John Gutenberg. Four centuries ago his printing types first pierced that darkness of superstition and dense ignorance which prevailed through the many cycles of centuries. Those types of Gutenberg are now as ever the pillars of fire leading us toward a universal civilization that is sure to come when mental and moral darkness shall be no more

TEAGUE BORDERS

BERKSHIRE TEXT

Antique—Deckle Edge *Basis 25x38—60 and 80 Lbs.*

Made in French Gray, White and India—Wove and Laid

A Quality Paper That Will Appeal to Buyers of Good Printing



SANSOM BORDER

Goudy Bold

PATENTED MAY 25, 1920 REGISTERED NO. 675,653

72 Point 3 A 4 a

Dial

60 Point 3 A 5 a

Sight

48 Point 4 A 8 a

Baked

42 Point 5 A 9 a

Ringlet

36 Point 5 A 10 a

MINOR
Epitaphs

30 Point 6 A 12 a

PENSION
Bright Day

24 Point 8 A 14 a

SCHEDULE
Quaint Road

18 Point 12 A 23 a

NEIGHBOR
Help another general cause

14 Point 17 A 32 a

DESIGN BOND
Exhibit beautiful document before critical audiences

12 Point 20 A 38 a

HIGH POSITIONS
Commission desired doctors having large influential following

10 Point 23 A 44 a

EXPERTS DECIDE
Gathering in lyceum creates development regarding imports of foreign merchandise

8 Point 25 A 48 a

MAKES FINAL PLANS
Passenger resumes travel after long and wearisome months spent in locating wonderful marble quarry for building corporations

6 Point 29 A 57 a

THRONGED MAIN STREET
Downpour of rain disastrously interferes with joyous carnival and celebration that had drawn immense crowds. After waiting considerable time the majority went to their respective homes

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

Goudy Bold Italic

PATENT APPLIED FOR

Non-Kerning

10 Point 23 A 45 a

TENTH LECTURE
Most knowing judges continue granting the youth letters praising comprehensive theme

8 Point 26 A 52 a

ENTHUSE BUILDERS
Prosperous manufacturer recently notified employes who contemplate erecting houses immediately of his indiscriminate assistance

6 Point 29 A 58 a

FINEST ENTRANCE GATE
The thought commonly coupled with a gate is its intention as a barrier stopping the entrance of unwelcomed guests, yet in these days a flowery garden entrance may attract rather than restrict

18 Point 12 A 23 a

CONQUERS
Several tender vines matured

14 Point 17 A 34 a

NICE SERVICE
Prominent mayor from remote town craves ceremonies

12 Point 21 A 41 a

ENJOY OUTINGS
Kindergarten lecture receives compliments from grateful patron

72 Point 3 A 4 a

Bird

60 Point 3 A 5 a

Graft

48 Point 5 A 8 a

Nectar

42 Point 5 A 9 a

Helpful

36 Point 6 A 10 a

DINERS
Engulfed

30 Point 7 A 12 a

FURNISH
Neat Styles

24 Point 8 A 16 a

MUNCHED
Risked Claim

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi
ffl ct . , - ‘ ’ : ; ! ?

Goudy Handtooled

PATENT APPLIED FOR

72 Point 3 A 4 a

Dial

60 Point 3 A 5 a

BEN

Sight

48 Point 4 A 8 a

PINK

Epoch

42 Point 5 A 9 a

DINES

Hybrid

36 Point 5 A 10 a

MINOR

Epitaphs

30 Point 6 A 12 a

RECIPE

Nymphs

24 Point 8 A 14 a

HOCKEY

Ice skating

quite early

18 Point 12 A 23 a

NEIGHBOR

Helpful hints

about buying

14 Point 17 A 32 a

BURLESQUE

European light opera with fine music featured

12 Point 20 A 38 a

INDEPENDENT

Remote little isles given opportunity to obtain freedom from foreign king

10 Point 23 A 44 a

MEN GRADUATE

Students from many states complete their courses and graduate from popular college

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U V

W X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i j

k l m n o p q r s

t u v w x y z ff fi

fl ffi ffl . , - ' : ; ! ?

Goudy Handtooled Italic

PATENT APPLIED FOR

14 Point 17 A 34 a

MODERNIZE
Improved ways
of manufacture
being employed

12 Point 21 A 41 a

SUBSCRIPTION
Notable magazine
increasing number
of pages because of
additional interest

10 Point 23 A 45 a

HUNTING HORSE
Southern equestrians
display unusual skill
in handling imported
steeds in circus arena

30 Point 7 A 12 a

FROND
Naughty

24 Point 8 A 16 a

GNOMES
Responded
after lunch

18 Point 12 A 23 a

DECEMBER
Quaint dance
was approved

72 Point 3 A 4 a

Bird

60 Point 3 A 5 a

HER
Eight

48 Point 5 A 8 a

MINE
Judges

42 Point 5 A 9 a

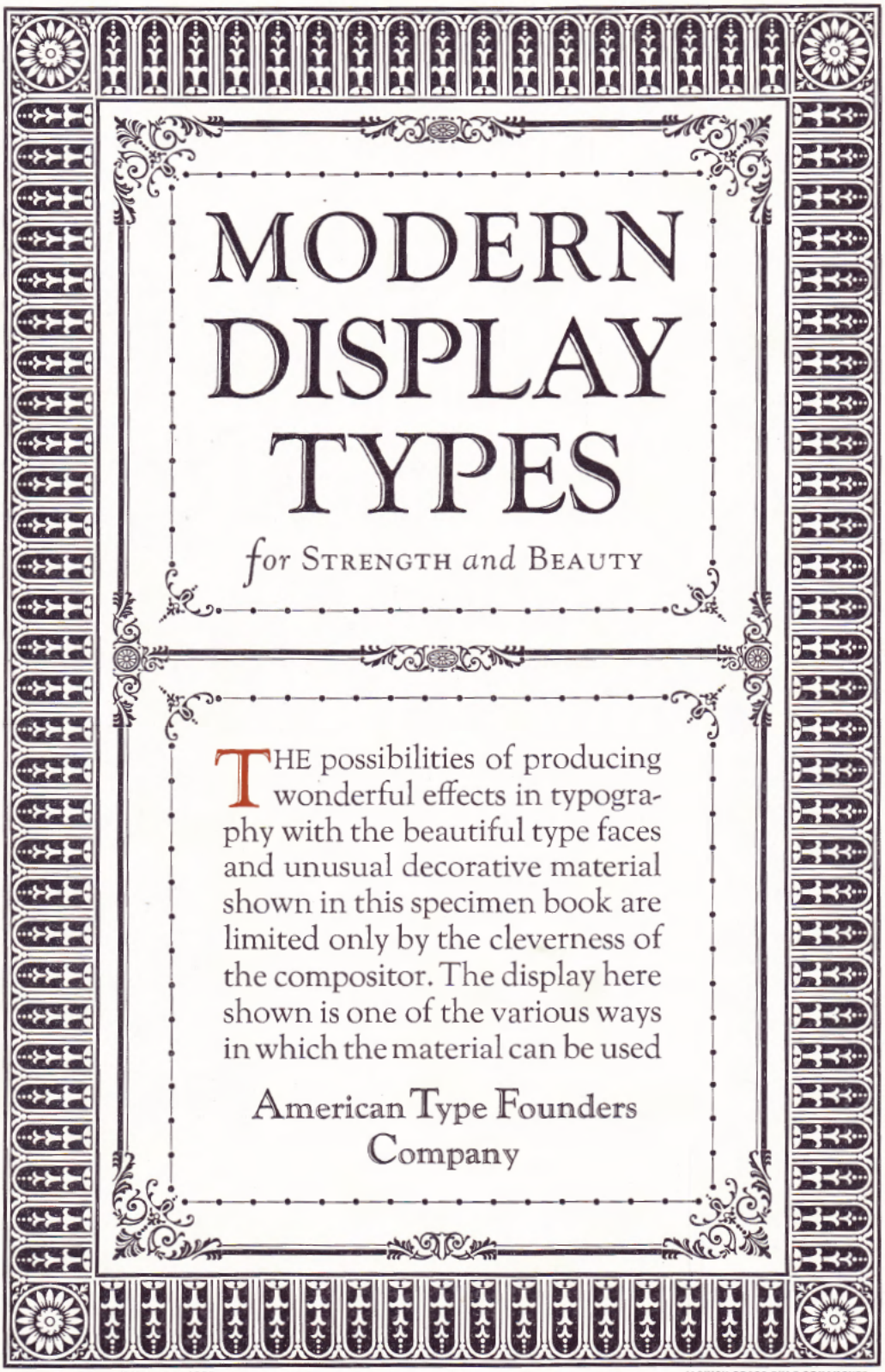
KINGS
Spirited

36 Point 6 A 10 a

DRONE
Northern

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi
ffl ct . , - ‘ ’ : ; ! ?



ROMAN BORDER AMERICAN BORDER

JAQUISH BRASS RULE ORNAMENTS

The UNDYING CHARM *of* COLONIAL FURNITURE

No vogue of the moment will ever rival the lasting appeal of Early American Furniture. Its dignity and richness, its simple artistic beauty and sincerity, set it apart from any modern style and therein lies the popularity

NELSON FURNITURE COMPANY

NEW YORK & CHICAGO

OLD ENGLISH BORDER

Goudy Handtooled *for* Distinctive Printing

American Type Founders Company

DURING DECEMBER

AN EXHIBITION

~OF~

PAINTINGS

WATER COLORS
ETCHINGS AND DRAWINGS OF
INTERIORS

ROMAN STUDIOS

DECORATIVE ART BUILDING

GREENWICH AVENUE ~ PHILADELPHIA

OLD ENGLISH BORDER

Cast on Art Line

Bodoni Series

PATENTED APRIL 13, 1915 REGISTERED NO. 627,275

72 Point 3 A 4 a

Sight

60 Point 3 A 5 a

Maple

48 Point 5 A 8 a

IS King

42 Point 5 A 8 a

MONTH

July One

36 Point 5 A 10 a

NUMBER

Third Rig

30 Point 6 A 11 a

MOULDED

Letter Style

24 Point 7 A 14 a

FINE HOUSE

Submit Design

18 Point 11 A 22 a

USED TRACK
REPAIR finished
in time for race

14 Point 16 A 31 a

REMARKS MADE
DEMANDS statement
about large concern

12 Point 18 A 35 a

SECURE PRINTING
GETTING qualifications
considered reasonable
under good conditions

10 Point 21 A 40 a

QUESTION METHODS
HAPPY childhood pranks
amused sedate professor
while visiting at nursery

8 Point 23 A 46 a

EXHIBIT GREAT SUCCESS
LAVISH business arrangement
in western city amazed visitor
from the slumbering lakeside

6 Point 28 A 52 a

PRINTERS GETTING BIG PROFITS
THOSE BUSINESS men who cannot secure the elusive dollars nowadays are certain some morning to awake and realize that the outlook is rocky and very uncertain unless they catch up with the crowd and realize that efficiency means prosperity

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
“ ” . , - ‘ ’ : ; ! ?

SMALL CAPS from 6 to 18 Point, and Oldstyle Figures 1234567890 from 6 to 18 Point, are put up in separate fonts and furnished only when specially ordered

Bodoni Italic

PATENTED JULY 20, 1915 REGISTERED NO. 627,282

Cast on Art Line

10 Point 21 A 41 a

EXQUISITE SHOWING
Beautiful sculpture being commended by numerous art connoisseurs of repute

18 Point 11 A 22 a

HIDE DESIGN
Successful clerk wins promotion

72 Point 3 A 4 a

Dark

8 Point 22 A 45 a

DISTINGUISHED HUNTER
Renowned professors arrange for an indefinite sojourn with explorer in uninhabited lands

14 Point 16 A 31 a

RESTORES BOND
Prominent financier builds country home

60 Point 3 A 5 a

Staple

6 Point 28 A 55 a

GIVES INTERESTING EXHIBITION
Educational supervisor expressing great personal satisfaction with latest display of ornamental porcelain that proved of intense interest to home builders as well as craftsmen. Many unique and artistic specimens received favorable comments

12 Point 18 A 33 a

EXPERT DIRECTOR
Musical society renews membership campaign under energetic leader

48 Point 4 A 8 a

Beyond

42 Point 5 A 9 a

NORTH
Graceful

36 Point 5 A 9 a

REBUKE
Huge Disc

30 Point 6 A 11 a

BRIDGING
Kept Hotels

24 Point 7 A 13 a

NOBLE BIRD
Each Numeral

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v ꝛ w ẃ x
y z ff fi fl ffi ffl
“ ” . , - ‘ ’ : ; ! ?

Cast on Art Line

Bodoni Book

PATENTED APRIL 13, 1915 REGISTERED NO. 627,276

48 Point 5 A 9 a

RESUMING
Bring Orders

42 Point 5 A 10 a

HARMONIZE
Simple Reason

36 Point 5 A 10 a

DISTINCTIONS
Nicely Decorated

30 Point 6 A 12 a

INTRODUCING
Graphical Sketch

24 Point 8 A 16 a

LARGE INDUSTRY
Neighbor Enterprises

18 Point 12 A 24 a

REPRODUCE MACHINE
ELIMINATES Unusual Defect

14 Point 17 A 33 a

BRIGHTER GREEN COLORING
HANDSOME Masterpieces Exhibited

12 Point 19 A 38 a

COMPOSITION OF DISCOURSE
ENGLISH must follow high standard of correct usage that is observed in the writings of the greatest authors

10 Point 22 A 42 a

THE MODERN SHORT SENTENCE
SENTENCE construction as our ancestors knew this term is not cause for unmixed satisfaction among present-time writers

8 Point 24 A 47 a

KEEPING OFFICE RECORD FACILITIES
MOST managers will find that keeping available record facilities means reducing the overhead expenses and the general increase of efficiency

6 Point 27 A 52 a

INDUSTRIAL DISEASE PREVENTION ENCOURAGED
THE FUNCTION and duty of employers to exercise not ordinary but extraordinary care to prevent occupational diseases is no longer an arguable or debatable question. Adequate means are available whereby the spread of disease can be prevented

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
“ ” . , - ‘ ’ : ; ! ? [] ()

Characters [] () not furnished with 24, 30, 36, 42 and 48 Point sizes

SMALL CAPS from 6 to 18 Point are put up in separate fonts and furnished only when specially ordered

Bodoni Book Italic

PATENTED JULY 13, 1915 REGISTERED NO. 627,277

Cast on Art Line

10 Point 22 A 43 a

NORTHERN SCENERY INSPIRING
Beautiful fields and enticing mountain trails become wonderfully attractive to sportsmen and vacationists during late summer and early fall. Nature provides numerous recreations during this season

8 Point 24 A 46 a

INTERESTING DISCOVERY RECORDED
Pleasing as the origins of our alphabet are in their details, they are not any more fascinating or interesting than the incidents by which these results have been gained. The patient working out of the meaning of various rock inscriptions has occupied the attention of notable scholars

6 Point 30 A 56 a

EDUCATION INCREASING MECHANICAL EFFICIENCY
Technical education has proved a propelling force in the march of progress in all parts of the world. It teaches modern business methods in a scientific manner, creates a spirit of self-reliance, and ensures a standard of proficiency that is to-day absolutely essential to the individual ambitious to become an efficient and skilled craftsman, and who expects to be really successful in life

36 Point 6 A 9 a

BURDENSOME
Replace Original

30 Point 6 A 12 a

DISENCUMBERED
Magnificent Country

24 Point 8 A 15 a

SCIENTIFIC METHOD
Bright young prospectors introduced unique system

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
w x y z ff fi fl ffi ffl
“ ” . , - ‘ ’ : ; ! ?

18 Point 12 A 24 a

INTERESTED COURIER
Spent many delightful days visiting several uninhabited places whilst seeking health

14 Point 16 A 33 a

WONDERING ASTRONOMERS
Observations reporting exceptional planetary activities cause populace many anxious moments during day

12 Point 19 A 39 a

BUILDER CONSERVING GROUND
Delightfully attractive bungalows with spacious basement quarters. Contractors enthusiastic concerning housing people

Distinctly Feminine

WINTER AND SUMMER
STYLE CREATIONS DISPLAYED IN
LARGE VARIETY

THE section that has done so much to enhance the reputation of our store as an establishment truly creative is the Women's Department. It is fashioned along lines of the foremost Parisian shops for women. Here our skilled designers, who have visited Paris and studied the recent tendency of the fashions, are prepared to help you in the selection of a gown that will meet the terms of your own personality and figure. Thus the gown becomes a unique confection that expresses in its every line the distinction that is the very essence of art

WORTHINGTON
Famous American
Modiste
FIFTH AVENUE AT GRAND STREET
ROCHELLE PARK

ITALIAN BORDER

BEAUTY

IN ADVERTISING
AND IN THE
THING ADVERTISED
IS A MOST
POTENTIAL AGENT
IN SECURING
RESULTS

READE PRINTING
COMPANY
Metropolitan Building
Chicago, Ill.

ITALIAN BAND

THE
MODERN
Phonograph

FROM time immemorial music has been the great giver of delight. Nations were born in the glory of music. Dreams of kings have been shattered and kingdoms uprooted, yet music has sprung from the ruins and flourished. Such is the fine spirit of music which came to us through ages, and which the Modern Phonograph reproduces so feelingly.

THE BODONI FAMILY



EAUTIFUL Printing is an educator, the same as is any art. The thoughts of an author take on added values by reason of it. The mind is always receptive in proportion as it is helped to comprehend the real meaning of the writer. Nothing will assist more than an effective page of type in enabling the reader to arrive at that meaning quickly and easily; for this purpose the members of the Bodoni Type Family are not surpassed for power and beauty

Tint: Jaquish Ornament Bodoni Mortised Ornament

Giambattista Bodoni

JOHN BAPTIST BODONI, whose works shed lustre on the typographic arts, was born in Italy in the year 1740, at Saluzzo, Piedmont, near the Alps, and learned the printing trade in the small plant of his father in that town. At the age of eighteen he entered the printing house maintained in Rome by the Roman Catholic Church, known as the *Sacra Congregatione de Propaganda Fide* (Propaganda of the Faith), where religious books in many languages were printed. He was thus led to learn a number of languages, including Arabic and Greek. This historic plant had its own typefoundry, and this typefoundry was the first to issue a type specimen book. That was in 1628, over a century before Bodoni was born. Bodoni was greatly interested in typefounding, and he applied himself to it, and became an expert punch cutter and matrix maker, besides learning or teaching himself the other main branches. But always the thing he was most intent to do was to print beautifully. Bodoni laid the foundations of his undying fame during his four years' study and work with the *Propaganda Fide*

> BODONI developed lofty ideals and he visualized anew the intrinsic beauty of typography. He introduced a distinct and beautiful style into his types which was the forerunner of all modern faces

> BODONI changed the typographic standard of taste entirely. His style is always chaste, relying upon suitable spacing, good proportions, proper margins and clean presswork, rather than upon the use of the decorative effects then in vogue

Set in 18 Point Bodoni Book *and Italic.* Insert in 12 Point and 10 Point Bodoni Book
Heading in 30 Point Bodoni Bold. Modern Brackets and Dash

Printer · Typefounder

In 1762 he established a small printing plant, and began to acquire a good reputation, so that in 1766 the Duke of Parma invited him to that city, offering him a very liberal subsidy and a free hand. Henceforth Parma was the home of Bodoni, and there he flourished. He had conceived the idea of making Roman type faces quite different to the faces which were then in use—the Roman face now called Old Style—and he established a typefoundry which did not cast any Roman faces like those of earlier times. From the year 1469 to 1785 Roman types were all of the design of which the Caslon Oldstyle is representative. The types of the earlier times were many of them beautiful, but the whole civilized world was heartily tired of the monotony produced by their exclusive use, just as we would get thoroughly tired of the beautiful Greek architecture if every house and store and factory were built like a Greek temple. The printers and their customers realized that they had had too much of these ancient good types when Bodoni's new Roman types appeared, and this is proved by the fact that in the year 1805 there was not a single typefoundry in the world making the old style Roman types. The new design was called Modern Roman. The attempt is made in oldstyle Roman letters to reproduce the effect of calligraphy, whereas the Modern Romans are undisguisedly the work of steel engravers—sharp, clear, clean cut and precise. The types in which this page is set are extreme Modern Roman in design, and are truly representative of Bodoni's invention. The characteristics are perfectly flat and sharp horizontal serifs with extreme contrast of the main and minor lines

One of the changes which Bodoni introduced into the forms of his Roman letters was in the serifs. Those of the capitals he reduced to single sharp lines of about the same weight as the thin strokes of the letters, while the serifs of his lower-case characters are raised to an almost horizontal position at right angles with the upright strokes of the letter

No printer or typefounder has exercised a greater influence on the style of printing or the form of all Roman letters than the famous Italian, Giambattista Bodoni, for all of the Modern Roman types follow more or less closely his plain designs. Before Bodoni began, in the latter part of the eighteenth century, to improve the form of letters then in use, legibility was a feature that had received scant consideration at the hands of letter designers. So great was the beauty of his type faces, so widespread was the influence of his style of printing, that it was not long, even in England, before Caslon and other old style faces went out of use and disappeared entirely from type specimen books. Printing took an altogether different form, and because only the general styles of Bodoni's types were copied, and not the many virtues of his printing, the art soon fell to a low level. All who have had access to a collection of books printed by Bodoni agree, however, that the faults of the pupils do not appear in the works of the great master. The open pages with generous margins and the style and beauty of his type faces make the old volumes printed by him a real pleasure to read. His works show that Bodoni never printed anything in an indifferent manner

Set in 14 Point Bodoni Book. Inserts in 8 Point and 6 Point Bodoni Book
Heading in Bodoni Bold. Modern Brackets and Dash

This insert is printed on DECKLE D'AIGLE, brown. Basis 25x38–80 lbs.
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.

An Abundance of Type

THE many advantages of an abundance of type are very apparent. There is no waiting for distribution and no picking for sorts, with attendant evils; no delay for sorts which have to be cast specially at an extra expense. Full cases are a sure sign of efficient plants

THE BODONI TYPE FAMILY
MEETS ALL THE REQUIREMENTS OF THE
AVERAGE PRINTING OFFICE

American Type Founders Company

Brochure Border Modern Dash

FOR
BOOKLETS AND
CIRCULARS
THERE
IS NOTHING
BETTER

Bodoni Types

Have a singularly alert, forceful look, and never fail to add life and color to the printed page

Deckle d'Aigle provides for modern use

a paper of the richly beautiful appearance and sterling, old-time characteristic of the fine papers hand-fashioned by the craftsmen of the 15th century, Like them, it has a natural deckle on four sides

Deckle d' Aigle can be furnished in light and heavy weights
12½x19 *and* 19x25



ANNOUNCEMENT

The Temple of the Fathers of Faith announces a great revival meeting for January sixteenth, at which the Rev. Dr. Stephen Light will preach

EVERYONE WELCOME

JAQUISH ORNAMENT

YOUTH is the golden season of foolishness for which the wise would barter all their wisdom, the rich all their wealth, and call it a bargain, knowing the value of youth

VANITY INITIAL

Cast on Art Line

Bodoni Bold

PATENTED JUNE 23, 1914 REGISTERED NO. 627,278

72 Point 3 A 4 a

Holy

60 Point 3 A 5 a

Begin

48 Point 4 A 8 a

Repaid

42 Point 4 A 8 a

FOUND Injuries

36 Point 5 A 8 a

RETURN Masterful

30 Point 6 A 10 a

EMBARKS Army Band

24 Point 6 A 12 a

SOUTH END Higher Juries

18 Point 10 A 20 a

FIND TRADE
Exported idea to get business

14 Point 15 A 30 a

LOST INTEREST
Continues practice of ignoring orders

12 Point 17 A 32 a

SOLVES PROBLEM
Discuss new schemes for combining seven banking associations

10 Point 19 A 36 a

PRINTER INVENTIVE
Ambitious students will display modern designs for unusual typography

8 Point 21 A 41 a

AN INVALUABLE SERIES
Bodoni is adaptable to every class of work and is selected by those demanding the best

6 Point 25 A 49 a

TASTE IN SETTING COVER PAGE
Much of the real advertising value of any book, pamphlet or brochure lies in the cover design, and on carefully selecting an appropriate type series hinges the success of the entire effort no matter what color or stock is used

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i j

k l m n o p q r s t

u v w x y z ff fi fl

ffi ffl “ ” . , - ‘ ’ : ; ! ?

Bodoni Bold Italic

PATENTED JUNE 23, 1914 REGISTERED NO. 627,279

Cast on Art Line

10 Point 18 A 35 a

DEFINED SENTENCE
Oakland supreme court judge delivered oration at leading country club

18 Point 10 A 19 a

ENTERPRISE
Maine scientist received medal

72 Point 3 A 4 a

Nigh

8 Point 19 A 38 a

INSURES AUTOMOBILES
Noted youthful underwriter inaugurates modern system for securing office efficiency

14 Point 15 A 29 a

HUGE BUILDING
Beautiful entrance lends enchantment

60 Point 3 A 5 a

Effort

6 Point 24 A 48 a

PRODUCING MOTION PICTURES
Several manufacturing concerns take advantage of new advertising novelty by having motion picture films made showing methods of producing goods made by them. This plan creates civic pride and is also a business stimulant

12 Point 16 A 31 a

FOREIGN ARTISTS
Danish military band rendered remarkable descriptive overtures

48 Point 4 A 6 a

Striped

42 Point 4 A 8 a

HOMES
Diligent

36 Point 5 A 8 a

BOUNCE
Rejection

30 Point 6 A 12 a

NUMBERS
Proficiency

24 Point 6 A 12 a

HISTRIONIC
Fine Mansion

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u

v v w w x y z ff fi fl

ffi ffl “ ” . , - ‘ ’ : ; ! ?

Card Bodoni

24 Point No. 12 — 8 A

RECOGNITION

24 Point No. 11 — 9 A

PREDESTINATED

18 Point No. 10 — 11 A

EXCHANGE GOWNS

18 Point No. 9 — 13 A

COMPLETED STEAMER

12 Point No. 8 — 15 A

PRINTED FINEST BOOKLET

12 Point No. 7 — 19 A

BUILDING BEAUTIFUL MANSION

12 Point No. 6 — 22 A

DISTINGUISHED NOBLEMAN HONORED

12 Point No. 5 — 27 A

IMPROVED TYPOGRAPHICAL ARRANGEMENTS

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' " : ; ! ?

The following overhanging characters are supplied for fonts Nos. 6, 7, 8, 9, 10, 11 and 12

A F L P T V W Y

6 Point No. 4 — 25 A

INTERESTING DEVELOPMENTS RECORDED
COLOR COMBINATION IMPROVES FOLDER

6 Point No. 3 — 29 A

APPRECIATES EXTRAORDINARY ENTERTAINMENT
LARGE METROPOLITAN AUDIENCE CHEERS ACTOR

6 Point No. 2 — 34 A

SEVENTEENTH INTERNATIONAL AUTOMOBILE EXHIBITION
DAILY NEWSPAPER ANNOUNCEMENTS GIVE INFORMATION

6 Point No. 1 — 38 A

MANUFACTURING ESTABLISHMENTS CELEBRATING ANNIVERSARY
SPECIAL COMMITTEE CONSIDERING APPROPRIATE ARRANGEMENT

Riding Habits Furnished — Monthly Statement — Telephone: Penn 942

To PARK RIDING ACADEMY, Dr.

BENJAMIN JOHNSTON, Proprietor

North Boulevard at Campton Street
Philadelphia, Pa.

M

Telephone: Penn 942

PARK RIDING ACADEMY

BENJAMIN JOHNSTON, Proprietor

North Boulevard at Campton Street
Philadelphia, Pa.

ORIENTAL OBJECTS OF ART

JADE SOUVENIRS

EXQUISITE TRINKETS
OF RARE DESIGN SUITABLE FOR
HOME DECORATION
OR GIFTS

RIND'S CURIO STORE
Hartford Street at Franklin Square

CARD BODONI BOLD

CHARACTERS IN
COMPLETE FONT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8
9 0 . , - ' ' : ; ! ?

The following overhanging
characters are supplied for fonts
Nos. 18, 19, 20, 21, 22, 23, 24
A F L P T V W Y

24 Point No. 24 — 7 A

DETERMINED

24 Point No. 23 — 9 A

INTRODUCTION

18 Point No. 22 — 11 A

STRANGE REBUKE

18 Point No. 21 — 13 A

BOLD MASQUERADER

12 Point No. 20 — 15 A

HONORABLE ENTERPRISE

12 Point No. 19 — 19 A

DEMAND POSITIVE SECURITIES

12 Point No. 18 — 22 A

REMARKABLE SETTLEMENT OFFERED

12 Point No. 17 — 27 A

NORTHERN POWER CONFERENCE ADJOURNS

6 Point No. 16 — 25 A

MERCANTILE ASSOCIATION CELEBRATES FRENCH STEAMSHIP COMPANIES MERGE

6 Point No. 15 — 29 A

REPORTERS SECURED EXCITING NEWS ACCOUNT DEPARTMENT MANAGER PROMOTES SECRETARY

6 Point No. 14 — 34 A

EXTRAORDINARY DEVELOPMENT PROJECTS ABANDONED ILLUSTRIOUS SCULPTORS PLACED WORK ON EXHIBITION

6 Point No. 13 — 38 A

BRILLIANT YOUNG CHEMIST DISCOVERED WONDERFUL FORMULA NEGOTIATORS SUMMON WITNESSES BEFORE PASSING JUDGMENT

FIRST PUBLIC

MUSICALE

GIVEN BY PUPILS OF

HAMDEN SCHOOL

BALTIMORE

THE AUDITORIUM
THURSDAY EVENING, MARCH THIRD
AT EIGHT-THIRTY

POTTERY

WE HAVE RECEIVED
AN EXCELLENT ASSORTMENT
OF POTTERY WHICH WILL
SOON BE PLACED ON
EXHIBITION

WE ALSO HAVE SOME VERY RARE
CHINESE AND JAPANESE PORCELAIN VASES
IN MANY DAINTY PATTERNS

SARGENT

IMPORTER OF EXCLUSIVE ART GOODS
RICHARDS AVENUE

PARAMOUNT BORDER

Cast on Art Line

Cloister Oldstyle

PATENTED JULY 13, 1915 REGISTERED NO. 630,560

72 Point 4 A 6 a

Flight

60 Point 5 A 7 a

Husky

48 Point 6 A 10 a

IS Quiet

42 Point 7 A 12 a

Red INK

36 Point 8 A 13 a

IMPORTS

Eighth Boat

30 Point 9 A 14 a

SYMBOLIC

Describe Race

24 Point 10 A 18 a

FINE ARTIST

Complete Border

18 Point 16 A 30 a

REJOINS OUTFIT

SELLING Fine Houses

16 Point 18 A 36 a

MODERN SHOP

NEWEST devices for making wire bought

14 Point 22 A 42 a

BANKER RETIRES

ERECTED biggest stores for this business section

12 Point 24 A 47 a

STORE TO EXPAND

VERY LARGE influx of the volume of business shown by company in statements

10 Point 25 A 50 a

PECULIAR ATTITUDE

ENTHUSIASTIC conclave held by printers from many states concerning modern methods

8 Point 28 A 56 a

ARRANGE SPRING TRIPS

PASSENGER lines anticipate a very busy season due to the many new markets opened in foreign lands

6 Point 32 A 60 a

AUDIENCE ENJOYS NEW PLAY

DELIGHTED crowd cheered players at the opening performance last night of one of the best plays ever seen in this city. From all the comments heard it seems destined for a long and prosperous run and will be enjoyed by the thousands who may see it

Characters in Complete Font

A B C D E F G H
I J K L M N O
P Q R R S T T
U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ff fi fl
ffi ffl Qu ct ( ) [ ]
. , - ‘ ’ “ ” : ; ! ?

SMALL CAPS from 6 to 18 Point, and Lining Figures 1234567890 in all sizes, are put up in separate fonts and furnished only when specially ordered

Cloister Italic

PATENTED JULY 13, 1915 REGISTERED NO. 639,897

Cast on Art Line

10 Point 28 A 56 a

SHOWING AT MUSEUM

Great crowds flock to see picture painted in many beautiful colors by a distinguished foreign worker

8 Point 30 A 60 a

NEW ISLANDS DISCOVERED

Astronomer reports finding of several new celestial bodies which had baffled scholarly professors all over the world

6 Point 33 A 65 a

PLEASING COMBINATION TRIED

Securing harmonious results in your printed matter calls for the proper selection of paper, ink and type coupled with neat and careful workmanship from beginning to end. Only in this way can the good will of a customer be secured and counted among a printer's assets

16 Point 19 A 38 a

GIRL PROMOTED

Stenographer awarded position as private aide

14 Point 23 A 46 a

LEADING WORKER

Sells building to manager of big furniture company

12 Point 26 A 52 a

JOINT PROPOSITION

Merchants settle final details for risk conference to be held next week in neighboring city

72 Point 4 A 6 a

Bipeds

60 Point 5 A 8 a

Register

48 Point 6 A 12 a

PIN Stick

42 Point 7 A 13 a

Huge ELK

36 Point 8 A 16 a

KITCHEN

Busy Student

30 Point 9 A 17 a

PROSPERED

New Condition

24 Point 11 A 20 a

LIGHT SHADE

Eastern Merchants

18 Point 17 A 31 a

HOME PLEASURES

Books Supply Enjoyment

Characters in Complete Font

A A B B C C D D E

E F G G H I J J K

L M M N N O P

P Q R R S T T U

V V W X Y Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j

k k l m n o p q r s t

u v v w w x y z ff fi

fl ffi ffl Qu & st ( ) [ ]

. , - ‘ ’ “ ” : ; ! ?

Lining Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

Cast on Art Line

Cloister Cursive

PATENT APPLIED FOR

72 Point 4 A 6 a

Subject

60 Point 5 A 8 a

Orpheus

48 Point 6 A 12 a

Turquoise Delights

42 Point 7 A 13 a

Magnificat Eloquently

36 Point 8 A 16 a

Photographer Art Studio

30 Point 9 A 17 a

Beautiful Gown Rendezvous

24 Point 11 A 20 a

Distinguish Music Boxes

18 Point 17 A 31 a

Halcyon Days Sylvan Fairyland

16 Point 19 A 38 a

Literary Night Western Hospitality

14 Point 23 A 46 a

Twilight Shadows Atmosphere Charming English Madrigal

12 Point 26 A 52 a

Favorite Melodies Hungarian Rhapsody Eight Saxophones

10 Point 28 A 56 a

Incomparable Menu New England Hostelries Vacation Dancing

8 Point 30 A 60 a

Unusual Repertoire Quaint Japanese Handicraft Splendid Compositions

6 Point 33 A 65 a

Metropolitan Architecture Washington Birthday Celebrations Holiday Masquerade Party Spring Golf Tournament

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i

j k k l m n o p q

r s t u v v w w x

y z ff fi fl ffi ffl ct st

. , - ‘ ’ “ ” : ; ! ? ( ) [ ]

Cloister Cursive

The Cloister Cursive will increase the Usefulness of the beautiful and dignified Cloister Type Family, affording remarkable opportunities for creating real Striking Effects

The Unique Swash Capitals

The Swash Capitals give a lively air to the classic style of the lower-case letters, which are identical with those of the Cloister Italic. The printers who possess the latter series need only order the cap fonts of the Cloister Cursive to have them both

The Swash Capitals are also highly effective as Initials for use with other series than the Cloister. The vogue in modern printing, either in one or two colors, demands Initials shaped along the lines of the Cloister Cursive Capitals. Order them today

Here is a Type Series whose sole mission is to Attract, attract, and again attract, giving Piquancy to a Type Composition while adding to its Readability and Advertising Effectiveness. It will intrigue the Virtuosi of Typographic Art, who, by the way, will be specially interested in this unusual and beautiful 16 point size

In the Cloister Cursive Series we Join
the Twentieth Century with the Sixteenth Century for the
Use of Progressive Printers

American Type Founders Company

The Leader in Type Designing

The Birth of Printing



Printing, Born at the Dawn of the Renaissance, quickly turned the gloom of the Middle Ages to light and brought Knowledge, Freedom and Happiness to the world. At its best the Printing Art Combines the Traditions of the Fifteenth Century with the Skill and Facility of the Modern Craftsman

The above paragraph is set in 30 Point Cloister Cursive and, in a limited way, suggests to the printer the excellent effects which the beauty and symmetry of this design make possible

CLOISTER ORNAMENT

This insert is printed on WHITE PARADOX, antique finish. Basis 20x26—50 lbs.
Made by AMERICAN WRITING PAPER CO., Holyoke, Mass.



PARAMOUNT BORDERS

CLOISTER TITLE

PATENTED JULY 13, 1915 REGISTERED NO. 630,560

48 Point 5 A

RING

42 Point 6 A

MESH

36 Point 7 A

UNDER

30 Point 9 A

PREMISE

24 Point 11 A

IMPRINTED

18 Point 15 A

RHYTHMICAL

14 Point 21 A

PROMISED JEWELS

12 Point 22 A

NOTED EQUIPMENT

10 Point 25 A

MODERNIZED SYSTEM

8 Point 27 A

DESCRIBE USED MACHINERY

6 Point No. 3 32 A

GATHERING PRAISED NOTABLE BANKER
BOSTON COUNSEL PLEADS ELOQUENTLY

6 Point No. 2 36 A

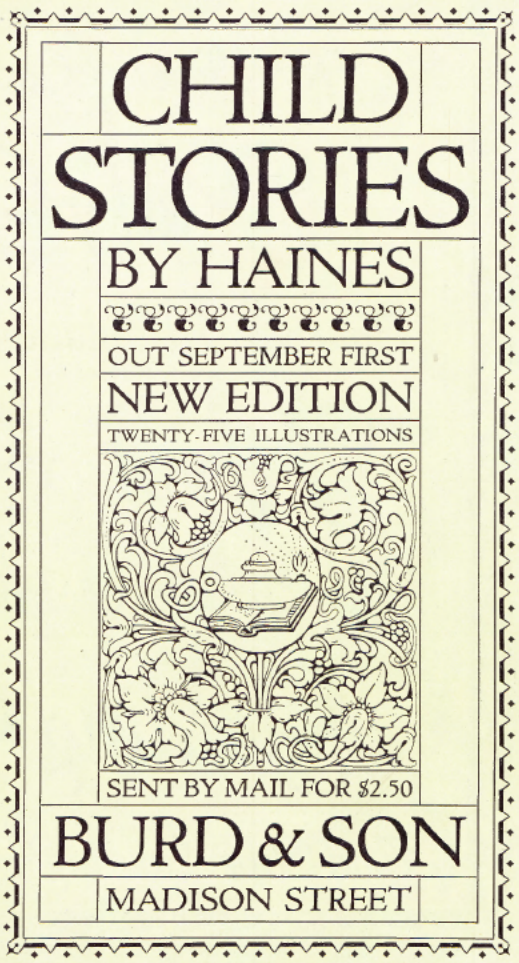
SEVERAL STARTLING DISCLOSURES EXPECTED
ENTERPRISING ADVERTISING ILLUSTRATORS

6 Point No. 1 45 A

MANY HUMOROUS COMEDIANS AMUSE CITY CHILDREN
DESIGNER IMPROVED BEAUTIFUL EASTERN RESIDENCE

CHARACTERS IN COMPLETE FONT

A B C D E F G H
I J K L M N O P
Q R R S T T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ' : ; ! ?



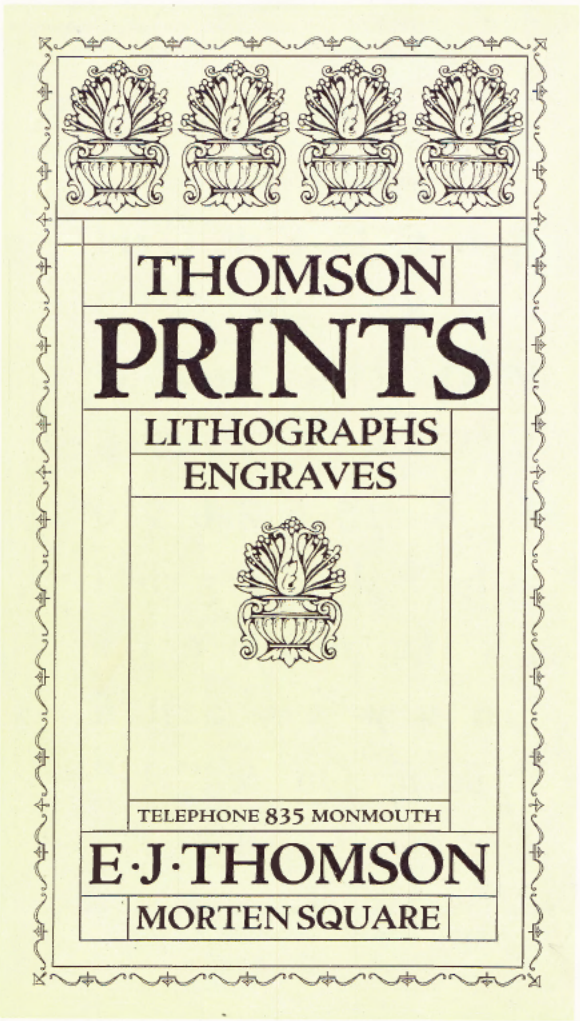
AMERICAN BORDER CLOISTER ORNAMENT

CLOISTER BOLD TITLE

PATENTED APRIL 9, 1918

CHARACTERS IN COMPLETE FONT

A B C D E F G H
I J K L M N O
P Q R R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
. , - ’ : ; ! ?



CLELAND BORDER CLOISTER ORNAMENT

48 Point 5 A

ICED

42 Point 6 A

RUSH

36 Point 7 A

MINOR

30 Point 8 A

EXCUSE

24 Point 11 A

NITROGEN

18 Point 13 A

HEXACHORD

14 Point 20 A

PROTEST DESIGN
NICE FURNITURE

12 Point 20 A

BOHEMIAN SIGHTS
SIMPLE INFLUENCE

10 Point 23 A

ENTERTAINS BANKER
REFUTE MONOCRACY

8 Point 26 A

PRAISE FLOWER EXHIBITOR
DIRECTOR REFUSED OFFERS

6 Point 29 A

JUDGES DECIDE AGAINST MERCHANT
CONSIDER FOREIGN PRODUCE MARTS

Cast on Art Line

Cloister Bold

PATENTED APRIL 9, 1918

72 Point 3 A 5 a

Nigh

60 Point 4 A 7 a

Repair

48 Point 5 A 10 a

IN Style

42 Point 6 A 10 a

BRAND
Nice Girl

36 Point 6 A 11 a

DEPONE
Bright Lad

30 Point 7 A 13 a

NUMBERS
Candy Knife

24 Point 9 A 17 a

HUGE ROCK
Dynamite Blast

18 Point 13 A 25 a

GRAND SALE
Useful furniture and other goods

14 Point 18 A 37 a

FINEST SERVICE
Department receives biggest consignment

12 Point 22 A 42 a

BEAUTIFUL HOME
Retired cigar merchant purchased little cottage near highest mountains

10 Point 23 A 46 a

ECONOMIC LECTURE
Newly appointed physical instructor delights village pupils with clever remarks

8 Point 25 A 51 a

RELIABLE SUGGESTION
Good advice properly digested guarantees success. American products have helped printers

6 Point 29 A 56 a

SPLENDID RESULT SECURED
Numerous workmen throughout the United States are studying personal efficiency. Improved morale satisfies leading industrial leaders and welfare investigators support the movement

Characters in Complete Font

A B C D E F G H
I J K L M N O
P Q R R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl Qu ct “ ‘ ”
. , - ’ : ; ! ?

Oldstyle Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

Cloister Bold Italic

Cast on Art Line

PATENTED APRIL 9, 1918 REGISTERED NO. 660,447

10 Point 25 A 50 a

INCREASING BUSINESS
Live printers follow modern fashions closely and observe the more useful type designs

8 Point 27 A 54 a

IMPROVING CONDITIONS
Antiquated printing material is properly replaced by something which will attract new customers

6 Point 29 A 58 a

ORIGINAL IDEAS RECOGNIZED
Those who excel in printing generally possess literary skill. Leaders succeed because they fairly appreciate the fact that there is more for them to consider than the turning out of a pretty design

18 Point 15 A 30 a

MORE FRIGID
Low temperature dispelled comfort

14 Point 21 A 40 a

RESUMED HOMES
Simple paneling effect strengthens outer part

12 Point 22 A 45 a

NOTICE CONTRAST
Capable printers admire clear, sharp results when type used is foundry cast

72 Point 4 A 6 a

Right

60 Point 4 A 7 a

Grapes

48 Point 6 A 10 a

HE Quit

42 Point 7 A 10 a

BINDER
Leaf Stem

36 Point 7 A 11 a

SPLICING
Expel Fear

30 Point 8 A 16 a

HINDUISM
State Request

24 Point 9 A 17 a

NEW AGENTS
Property Inland

Characters in Complete Font

A A B B C D D E E
F G G H I J J K L
M M N N O P P Q
R R S T T U V V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v v
w w x y z ff fi fl ffi ffl
Qu ct st " " . , - ' ' : ; ! ?

Cloister Bold Condensed

72 Point 4 A 6 a

MINCE

Nankin

60 Point 5 A 7 a

BINDER

Regulate

48 Point 6 A 11 a

HERDING

Subjoinder

42 Point 6 A 11 a

ECONOMIC

Delinquency

36 Point 6 A 12 a

MORTGAGES

Inactive Ranch

30 Point 9 A 18 a

NUMBERS

Questioned

24 Point 11 A 22 a

MEASURING

Obey Knights

18 Point 17 A 34 a

FINE MUSICIAN

Prominent banker helping university

14 Point 25 A 50 a

ELECTED MANAGER

Keen sophomore given reception by graduates

12 Point 28 A 55 a

IMPROVING SCHOLAR

Recent investigation into numerous public schools proved curriculum sound

10 Point 30 A 60 a

SECURING FINE RESULTS

Renowned engineer weighed statistics before giving ideas on improved church heating

8 Point 33 A 65 a

CONVENE EASTERN SOCIETY

Petition asking immediate action on important business presented during discussion. Boston people still combined against resolution

6 Point 36 A 72 a

MARBLE MANSION CONSTRUCTED

International management or direction of statistics concerning supervision and erection proves beneficial. Nice increase among extensive and costlier structures described by enthusiastic representative

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
Qu & “ ” . , - ‘ ’ : ; ! ?



The National Association of Florists
extends a cordial invitation to all to visit the Annual Exhibition of Tropical Flowers and Shrubs from Monday to Friday of this week

THE EXHIBITION WILL BE HELD IN THE
GRAND BALL ROOM OF THE HOTEL ROCHAMBEAU
NORTH GLOUCESTER SQUARE

Kindly present card at the door

CLOISTER ORNAMENT



BOOKS

FIRST EDITIONS · MANUSCRIPTS



GORDEN'S

CORNER RICHMOND & MERKIN STREETS

CLOISTER ORNAMENTS

American Line

TYPE

The Best in Style Variety and Design

American faces, both in fashion and finish, lead the world, and it is the policy of this Company to produce new ornaments and borders which are designed to ensure perfect harmony

American Type Founders Company

The
CLOISTER
FAMILY
FOR DISTINCTIVE
COMPOSITION

SPECIMENS
OF
CLOISTER TYPES
AND
DECORATORS

MCMXXIV
AMERICAN TYPE FOUNDERS
COMPANY

CLOISTER ORNAMENT

THE ORIGIN
PRINTER-TYPEF

By JOSEPH ANDER

THE early European printers en matrices of the font of their choi we imagine that one explanation superiority of the typography of those whereas many printers used type cut and cast for them by skilled artisans of other countries, their successors began at first to cast for themselves from hired or purchased matrices and finally to cut their own punches and justify their own matrices. Printing entered on an unfavorable stage of its career in the early sixteenth century, and as state restriction gradually hemmed it in, crushing by its monopolies healthy competition, and by its petty jealousy foreign succor, every printer frequently became his own type founder, not because he wanted to, but rather because he was compelled by force of circumstances. The art suffered in consequence. Of the operations of an old sixteenth century letter foundry we are able to form some adequate conception from the beautiful engraving preserved to us by an early publication, for the picture shows in a remarkable manner the founder seated at his modest brick furnace, casting type in a mold that had

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CLOI

The
CLOISTER
FAMILY
FOR ATTRACTIVE
TYPOGRAPHY

FROBEN & ERASMUS

The Story of a Friendship Unique in the Annals of Printing

ONE day in the autumn of 1514 a man entered the printing office of John Froben in Basle carrying a letter which he at once presented to Froben with a request that it be read. The printer courteously complied and found the communication to be from the well known Dutch scholar Desiderius Erasmus, one of whose books, *Collectania Adagiorium,* he had recently printed and published and in which he had spoken in complimentary terms of the author, whom, however, he had never had an opportunity of meeting personally. The man in presenting the missive explained to Froben that he was a very intimate friend of its author, that he resembled him in appearance and that any arrangements into which he might enter would be considered by Erasmus as binding as

[3]

CLOISTER INITIAL AND ORNAMENT

PTER VI

OPEAN TYPE FOUNDRIES
NOTABLE EVENT

in the practice of typography
ng of punches and making of
anded a degree of skill in the
of experience in the working of metals rarely found in any man who undertook to learn the art of printing. They were never regarded as proper branches of the trade of printing, but were from the beginning set aside as kinds of work which could be properly done by the goldsmith only. When the secrets of type-making were once divulged to the world nothing could check the advancement of this wonderful art. Into practically every European city printing came flying upon the wings of the wind, for to become a printer one had only to be a type founder. Presses, paper and ink were incidentals; the type was the one essential and upon it success depended. With matrices and a type mold at his disposal any man who desired to do so could go to any locality and begin to print books. The village carpenter could build a press according to instructions; but there were few printers

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CLOISTER ORNAMENT



HAMPDEN BROTHERS

Printers

TO obtain quality in printing it is absolutely essential that the typographer make himself familiar with the work of the best printers. We keep posted regarding all those matters that concern good printing and good type

269 Sedgcombe Avenue
Brooklyn

STATIONERS INITIAL

For
Effective Display
IN ADVERTISING
USE
The Cloisters
IN
COMBINATION

Distinctive & Attractive

Established 1896

SCHERMERHORN



DIAMONDS
WATCHES · JEWELRY

We invite the public to call and inspect our stock

NORTH HUDSON AND CLARKE STREETS
CLEVELAND, OHIO

CLELAND BORDER STATIONERS INITIAL

This insert is printed on BUFF PARADOX, antique finish. Basis 20x26—50 lbs.
Made by AMERICAN WRITING PAPER CO., Holyoke, Mass.

NICOLAS JENSON produced the finest books that were printed in the first half century of printing. Born in France in 1420, he commenced printing in Venice, Italy, in 1470, and in his first year produced four important editions, and more than one hundred and fifty during the remaining ten years of his life. Most of these books were composed entirely in his roman types, which competent authorities agree have never been surpassed for their beauty. His books are either quarto or folio, and their chief characteristics are simplicity, with correct proportions and faultless composition

The CLOISTERS

CLOISTER OLDSTYLE ❦ CLOISTER ITALIC ❦ CLOISTER CURSIVE ❦ CLOISTER TITLE ❦ CLOISTER BOLD TITLE CLOISTER BOLD ❦ CLOISTER BOLD ITALIC ❦ CLOISTER BOLD CONDENSED ❦ THE CLASSIC CLOISTER INITIALS

CLOISTER OLDSTYLE, the first series of the Cloister family, was designed along lines similar to the type face designed and cast in Venice by NICOLAS JENSON, and first used by that excellent printer in the Eusebius of 1470. To the first series were added other members of the Cloister family as shown in this catalogue. Excepting Cloister Title and Cloister Bold Title, all are cast on the Art Line

AS THE shoulders of the capitals on Art Line prevent desirable close spacing where capitals only are used, Cloister Title and Cloister Bold Title were introduced; they have the smallest possible amount of shoulder. Cloister Italic is a real novelty, and is quite unlike any other italic face; while Cloister Bold, Cloister Bold Italic, Cloister Bold Condensed and Cloister Cursive each occupies its own place in the world of effective typography

PARAGRAPH TERMINALS

Parsons Bold

72 Point 3 A 4 a

Said

60 Point 3 A 4 a

Eclat

48 Point 3 A 6 a

HOSE

Bigots

36 Point 3 A 7 a

DESIGN

Rapidly

30 Point 4 A 9 a

WISDOM

Midnight

24 Point 4 A 11 a

EIGHT ships

expect to sail

18 Point 6 A 19 a

HOMESICK

Noted artiste

enjoyed trip

14 Point 8 A 24 a

UNIQUE tribute

given to famous

opera composer

12 Point 10 A 30 a

SEVERAL dramatic

productions will be

given their premier

showing next week

10 Point 12 A 36 a

SOME WELL KNOWN

Actors are included in

the company shortly to

present classical plays

8 Point 12 A 36 a

MANAGERS REGARD THE

Present outlook with perfect equanimity. They intend to start rehearsals immediately on important musical pieces

6 Point 16 A 48 a

A REMARKABLE NUMBER OF

Popular plays have gone on the road and are playing to packed houses. Many large cities in the West and the Pacific Coast will be visited before the companies return to the metropolitan arena

Characters in Complete Font

A A B C D E F G H I J

K L M M N N O P Q R

S T T U V W X Y Z &

& $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m

n o p q r s t u v w x y z

. , - ' : ; ! ? — [ ]

All fonts contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for the 14, 60 and 72 point, which are cast on 30, 108 and 120 point bodies

b d g h k l p y

All sizes are very easily justified with spaces and quads, thus assuring quick and perfect alignment

The Parsons Family



WITH the Parsons types a great many pleasing results may be obtained. The long characters, with swash initials and initial decorators, afford the printer a varied range of display. When using long ascenders or descenders it is advised not to use more than two in any line of display They should never be used double except where the long strokes come close together and at no time should ascenders or descenders be used for one of a double-letter combination

COMBINES RICHNESS OF DESIGN
WITH A TOUCH OF THE UNUSUAL

American Type Founders Company

Parsons Series

72 Point 3 A 4 a

Hold

60 Point 3 A 4 a

Stylish

48 Point 3 A 7 a

HANK

Exploit

36 Point 3 A 8 a

ROMAN

Neighbor

30 Point 4 A 10 a

BRIGADE

Defenders

24 Point 5 A 12 a

VASE designs

Undeveloped

18 Point 7 A 21 a

EXHIBITION
New products
put on display

14 Point 9 A 27 a

MOST Delightful
Originality marks
the Parsons types

12 Point 10 A 30 a

FINE Complimentary
Things have been said
of this series by all the
printing trade papers

10 Point 12 A 36 a

MANY NEW FEATURES
Embodied in the Parsons
design have made it liked
by clever advertising men

8 Point 14 A 42 a

THOSE LONG ASCENDERS
And descenders help to give
effects that are certainly very
novel and also very attractive
if used with pleasing restraint

6 Point 16 A 46 a

FOR CERTAIN FORMS OF JOB
Work, in which there are not too
many lines, this type provides all
the most important advantages of
hand lettering; that is, informality
and distinction, qualities that are
of value in securing the attention

Characters in Complete Font

A A B C D E F G H I J
K L M M N N O P Q R
S T T U V W X Y Z &
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z ff
fi fl ffi ffl . , - ' : ; ! ? — [ ]

All fonts contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for the 14, 60 and 72 point, which are cast on 30, 108 and 120 point bodies

b d q h k l p y

All sizes are very easily justified with spaces and quads, thus assuring quick and perfect alignment

Characters ff fi fl ffi ffl made only in 6 to 18 point sizes

Parsons Italic

8 Point 18 A 40 a

DESIGNERS WHO RECEIVE Their motifs through medieval sources have a field of almost unknown wealth from which to gather ideas and suggestions that may prove very valuable

6 Point 20 A 44 a

PICTURES AND DECORATIONS Used in the current magazines are the work of the leading artists and illustrators. They all show different techniques and it takes but a short time to make readers familiar with an artist's special style of drawing

14 Point 12 A 28 a

ALL THOSE who delight in quality products seldom worry about cost

12 Point 14 A 32 a

MODERN books are printed with a speed that would confound all the early printers

10 Point 16 A 38 a

THE ENORMOUS INCREASE that has taken place in the volume of display advertising matter has been the most important factor in the growth and expansion of our modern metropolitan magazines and newspapers

Characters in Complete Font

A A B C D E F G H I
J K L M M N N O P Q
R S T T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl Th To — [ ]
. , - ' : ; ! ?

All fonts contain a few of the long Ascenders and Descenders. These are cast on double the regular body, excepting those for 14 point, which are cast on 30 point body

b g h k y

All sizes are very easily justified with spaces and quads, thus assuring quick and perfect alignment

48 Point 3 A 5 a

DRUG Simply

36 Point 3 A 7 a

RECOIN Entangle

30 Point 4 A 8 a

BURGHER Hybridous Mayoralty

24 Point 5 A 12 a

BENIGN king has quiet and lengthy reign

18 Point 8 A 20 a

NOTED scholar chosen recipient of coveted prize given by college

Parsons Swash Initials

A distinctive and original line of Initial Decorators and Swash Initials designed for use with the Parsons Series shown on page 84. Many pleasing and artistic effects can be obtained by using these auxiliaries for the decoration of programmes, folders, letterheads, cards, tickets, etc.

PARSONS Decorators, in color, will invariably impart a brightening tone to any kind of printing

48 Point — Sold singly or in fonts

A B C

36 Point — Sold singly or in fonts

D E F

24 Point — Sold singly or in fonts

H I K L

All fonts contain one each of 24 Initial Letters shown, one Oblong and two Round One-Color Decorators

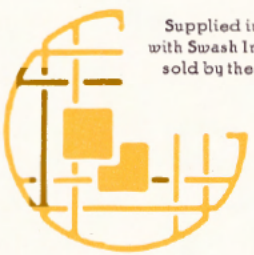
Characters in Complete Font

18 Point — Sold singly or in fonts

A B C D
E F G H
I J K L
M N O P
Q R S T
U V W Y

Parsons Initial Decorators

Supplied in fonts with Swash Initials or sold by the piece



No. 9610 Round



No. 7211 Oblong



No. 7210 Round



No. 9611 Oblong



No. 4810 Round



No. 4811 Oblong



No. 3610 Round



No. 3611 Oblong

Parsons Initial Decorators are cast on body double the body of the Initials; for instance, 36 Point Decorators are used with 18 Point Initials — 48 Point Decorators with 24 Point Initials — 72 Point Decorators with 36 Point Initials — 96 Point Decorators with 48 Point Initials.

PARAMOUNT BORDER

Field & Edge Company

Dealers in Rare Statuary and Antiques

Oriental Novelties

Market Street and Washington Avenue
Kansas City



You are cordially invited to attend a midwinter benefit performance given by pupils of the National Academy of Music 503 Bradford Avenue, Chicago in aid of a fund to provide three scholarships for pupils showing the greatest aptitude in musical ending of the term

Lincoln High School
Friday, April Ninth
Eight-thirty

ORPHIC SPOT VANITY INITIAL

You will Enjoy

Classical Nights

By PROF. LEROY JOHNSON

Every Monday Evening at Clark Hall
EIGHT O'CLOCK

[Over]

BROCHURE BORDER

Parsons Bold

Artistic Type Effects

An Original Type Design



MANY artistic as well as exclusive effects in type arrangement without special effort may be obtained with Parsons types. They are quite different from any other type style and offer such a variety of possibilities that the design will rarely ever grow tiresome to the advertiser or the printer

The Family
Parsons Series
Parsons Italic
Parsons Bold

The quaint auxiliaries accompanying the Parsons Family consist of the Swash Initials and Initial Decorators for one or two colors. Whenever a color is wanted these auxiliaries will add the attractive touch sought by a discerning clientele

The Parsons design is adapted for use in advertisements announcements, and all kinds of commercial printing

The Parsons Bold

This insert is printed on WHITE PARADOX, antique finish. Basis 20x26—50 lbs.
Made by AMERICAN WRITING PAPER CO., Holyoke, Mass.

Pottery & China—

There is a beauty and originality in the designs and workmanship in our products of pottery and china. Vases and jardinieres of Oriental design, Chilean handmade earthen jugs, and a selection of exquisite masterpieces in china

Articles selected for out-of-town patrons

Foreign Agents in France, Italy, Persia, Greece, Siberia, Austria, China & Japan

Robert Whitelock Company

Jacksonville, Michigan

SPARTAN BORDER

BATIK

An artistic material to be had in many pleasing combinations

A fadeless washable cloth suitable for Studio Smocks Kimonos and Decorations

Samples furnished upon request

Elizabeth Hildrell

The Arts & Crafts Shop

Arlington

Who Reads Your Advertising?

NUMEROUS pieces of printed matter daily find their way to the waste basket unread. Many are elegant specimens of advertising copy, but, not planned with more care, they are utterly worthless. Hardy Service offers advertisers a combination of typographical layout and copy writing that will eliminate much of this waste

Telephone John 375

Wilbur Hardy

Newton

Artcraft Bold

72 Point 3 A 4 a

Sigh

60 Point 3 A 5 a

Built

48 Point 3 A 6 a

Joyful

42 Point 4 A 7 a

Regard

36 Point 4 A 7 a

HUNTS
Majestic

30 Point 5 A 10 a

INJURED
Bandaging

24 Point 6 A 13 a

DOCTRINE
Legal Papers

18 Point 10 A 21 a

MARITIME
Fine harbors attract trade

14 Point 15 A 26 a

BIOGRAPHIES
French librarian procures volume

12 Point 16 A 33 a

HUNTING DEER
English sportsman made long journey to northern forests

10 Point 18 A 37 a

INSURED RETURNS
Bright merchant found that advertising is fine stimulant for return of trade to normal status

8 Point 22 A 45 a

MOTORISTS CONVENE
Louisville automobile clubs entertain visitors. Eminent senator opened the meeting with an address of welcome

6 Point 24 A 48 a

COMPLETE HUGE BUILDING
Great structure to be occupied by financial institutions is the largest and most complete office building in the western metropolis. Lights situated at the top of the flagpole will form a beacon visible for miles

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f f g h
i j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

Important Message

Rust causes far more damage in your house than moths do, and most of it is unnecessary. But luckily there is an easy way to counteract its ravages. In the first place, you should stop thinking of rust as something that comes upon us from without, like the locusts, and destroys property.



The freedom from impurities of a certain kind of iron is almost as important a matter in the modern home as it is in a modern business.

Eminent metallurgists, working in one of the largest laboratories of its kind in this country, have been successful in developing a product of surprising durability and its use will prove an absolute economy in every case where metal must meet the challenge of air and moisture.

The scrupulous selection of raw material, the many new additional processes of manufacture, constant vigilance, the rejection of finished product that does not measure up to our standard in every detail, are some of the things which obviously make our product cost just a little more. Yet it so defies time, retards ravages of rust, and lends itself to the many needs of humanity, that it is great economy to use it freely

The makings of rust are in the stove you buy, or the roof, or the hot water tank, if these things are built of sheet metal that contains impurities.

A little knowledge about iron is not a dangerous thing, but just plain common sense, because it is so important to your pocketbook.

Foreign substances found in ordinary iron or steel are like nests of germs that soon cause corruption. When exposed to the air and moisture, corrosion sets in and the spots of impurities accelerate the rusting of the metal, which vitally influences the life of the material

JOHN HIGGINSON & COMPANY

Incorporated under the Laws of North Carolina

NEW YORK PHILADELPHIA CHICAGO BOSTON DETROIT ATLANTA
SAN FRANCISCO LOS ANGELES DENVER SEATTLE PORTLAND
CINCINNATI BALTIMORE BUFFALO INDIANAPOLIS SALT LAKE CITY

Artcraft Series

72 Point 3 A 4 a

Helped

60 Point 3 A 4 a

Sunlight

48 Point 4 A 6 a

Destroyed

42 Point 4 A 7 a

Imprudence

36 Point 4 A 8 a

Henceforth

30 Point 5 A 10 a

NICE HOME
Pleasant Sight

24 Point 6 A 11 a

DISTRICT LIST
Cleverly Judged

18 Point 10 A 20 a

BROKEN RECORDS
Speeding New Engine

14 Point 14 A 29 a

STUDENTS HONORED
Principal bestowed medals during the annual exercises

12 Point 16 A 32 a

MERCHANT DELIGHTED
Praises the commonwealth for support given the retail stores

10 Point 20 A 40 a

BEAUTIFUL WINTER GARDEN
Horticulturists seeking floral display when they enter nature's wonderland

8 Point 22 A 42 a

MAJESTIC COLORADO MOUNTAINS
Perfection of climate and the natural scenery surpassed any summer resort in the universe

6 Point 24 A 47 a

STEAMSHIP COMPANIES ORGANIZE TOURS
Pamphlets are being circulated giving detailed advice and information of land or sea voyages to the Orient

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j
k l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

Artcraft Auxiliaries, from 6 to 48 Point inclusive, are fonted separately and furnished only when specially ordered

Not made in 60 and 72 point

Artcraft Italic

14 Point 14 A 29 a

FLEMISH SKETCHES
Characteristic Decorator

12 Point 16 A 32 a

MYSTICAL WESTERNER
Theatrical Production Bright

10 Point 20 A 40 a

BROTHER SCOUT PROMOTED
Complete satisfaction usually comes
from conscientious intelligent effort

8 Point 21 A 41 a

FOREIGNERS ENJOY RECREATION
Early artisans who labored diligently with
persistence and fortitude advanced culture

6 Point 24 A 47 a

DISTINGUISHED AMBASSADOR GREETED
The elaborate banquet and brilliant official reception
demonstrated the popularity of the foreign statesman

48 Point 3 A 6 a

HINDER
Displayed

42 Point 3 A 6 a

MORTISE
Birthrights

36 Point 4 A 8 a

NEIGHBOR
Springtime

30 Point 5 A 9 a

DREDGING
Beauty Salon

24 Point 6 A 11 a

JUNE BRIDES
Mountain Home

18 Point 10 A 20 a

FINE HORSEMEN
Southland Choristers

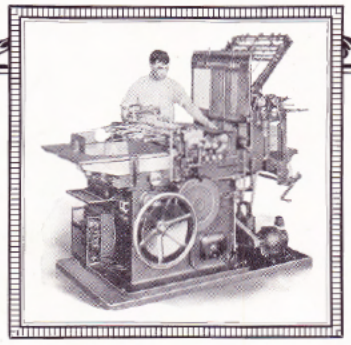
Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ' : ; ! ?

Artcraft Italic Auxiliaries, in all sizes, are fonted separately and furnished only when specially ordered

A B D M N P R T Th
g r y ct of st th ty

THE LITTLE KELLY
Automatic Printing Machine



A Big Money Maker

The Little Kelly is a half super-royal two-revolution automatic job printing press with several novel patented features especially designed to expedite make-ready and the changing or alterations of forms. This machine requires only one-third the floor space of three super-royal presses and one man can operate two Little Kelly Presses or divide his time with some other tasks

Manufactured by the

AMERICAN TYPE FOUNDERS CO.

Selling Houses in Principal Cities

THE LITTLE KELLY MINIMIZES PRODUCTION COST

Every operation of make-ready, form alteration and wash-up is made easy on a Kelly. The make-ready is quicker than on a platen press. Form changes are quicker. When you print, you print more than twice as fast, and the quality of work—when finest quality is required—is unexcelled by large cylinder presses

THE Kelly Automatic Job Press was designed to reduce the cost of production of both short and long runs. This it has accomplished in a degree which has astonished the printing trade. In the future the bulk of work in the job pressrooms will be done on the Little Kelly Presses. Many printers, formerly plodding along in the platen press group, have become prosperous by adding Kelly Presses to their equipment. Buy a Kelly and increase your profits

Printing

The Mission of the printer is to diffuse light and to help progress by the judicious intermingling of black with white

BLEST be the Power that taught mankind,
To stamp a lasting image on the mind;
Beasts may convey, and tuneful birds may sing,
Their mutual feelings in the opening spring;
But Man alone has skill and power to send
The heart's warm dictates to the distant friend:
'Tis his alone to please, instruct, advise
Ages remote, and nations yet to rise

ENGRAVERS BORDER

Relay Four

A Serviceable All-Season Motor Car

Our Representative
Mr. Benjamin J. Neader
will call on you
early in November, or sooner
should you so desire

He will come prepared to demonstrate our latest model and will offer information of great value to everyone interested in Automobiles

Dartmouth 2345-E

RELAY MOTORS COMPANY

Administration Building
New York

Benjamin J. Neader

Cheltenham Oldstyle

72 Point 3 A 4 a

Births

18 Point 10 A 21 a

MOISTENED
Quaint buildings
interested author

10 Point 21 A 42 a

REFINED DRAPERIES
Beautifully illustrated booklets present inexpensive decorative schemes and harmonious color combinations for bright homes

60 Point 3 A 4 a

Singed

14 Point 15 A 30 a

IMPERFECTION
Golden opportunities
awaiting every youth

8 Point 24 A 48 a

INTERNATIONAL RECORD
Expert craftsmen magically produce wonderful instrument which reveals almost incredible improvement over everyday music producing machines

48 Point 4 A 8 a

Repeats

12 Point 18 A 38 a

BROWN OCTOBER
Nature bedecks autumnal
woodlands so unstintingly
and sublimely each season

6 Point 24 A 48 a

SOUTHERN RIDING ACADEMY
Thorough instruction in horsemanship and other outdoor activities imparted by eleven courteous instructors. Our carefully trained saddle horses insure safety and the immense well-lighted riding arena makes instruction possible notwithstanding climatic conditions

11 Point carried in stock only at Foundry

42 Point 5 A 8 a

NURSE
Heighten

36 Point 5 A 8 a

MINDER
Delinquent

30 Point 6 A 10 a

EJECTING
Bibliographer

24 Point 6 A 12 a

SONOROUS
Radio Messages

Characters in Complete Font

A B C C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r r s
t u v w x y z ff fi fl
ffi ffl Qu ct st ¶])
' " . , - ' : ; ! ?

Characters] ' " not made for 30, 36, 42, 48, 60 and 72 Point sizes

Cheltenham Italic

10 Point 20 A 46 a

BOUGHT RESIDENCE
Leading magazine and book publisher buys historic edifice situated in picturesque valley and remodels it for exhibition

8 Point 23 A 46 a

NUMEROUS MERCHANTS
Several investigators report foreign financiers satisfied with conditions between international business men that bespeak commercial prosperity

6 Point 22 A 46 a

EMINENT ARTISTS LECTURED
Prominent printers congregate in spacious auditorium and listen attentively to expert designer speaking about the application of modern art to printing. Definite plans are being made by advertising and publishing company for additional educational talks

18 Point 11 A 21 a

RENOUNCE
Many important discoveries made

14 Point 15 A 28 a

HIDE FIGURES
Exchanges machine after prolonged trial

12 Point 17 A 36 a

SECURES DESIGN
Display of newest styles drew immense crowds of motorists to annual show

11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ct ff fi
fl ffi ffl . , - ' : ; ! ?

The following special characters are supplied with all fonts from 6 to 14 Point inclusive. They are put up in separate fonts from 18 to 72 Point inclusive, and are furnished only when specially ordered

A B D E G M N P
R T U b f r v w y Qu

72 Point 3 A 4 a

High

60 Point 3 A 5 a

Soften

48 Point 4 A 9 a

Exports

42 Point 5 A 8 a

BRING
Negative

36 Point 5 A 11 a

DECIDE
Majestical

30 Point 7 A 11 a

HUMORS
Rough Shed

24 Point 7 A 12 a

ENFORCED
Bold Guardian

Cheltenham Medium

72 Point 3 A 4 a

Nigh

60 Point 3 A 6 a

Injure

48 Point 4 A 7 a

Replies

42 Point 5 A 8 a

Hydrant

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r r s
t u v w x y z ct st
. , - ’ : ; ! ?

The following characters are furnished with all fonts from 6 Point to 24 Point inclusive

ff fi fl ffi ffl

36 Point 5 A 9 a

FROZEN
Navigator

30 Point 6 A 10 a

SUPERIOR
Dependable

24 Point 7 A 14 a

BRIMSTONE
Modern Detail

18 Point 11 A 21 a

IMPORTUNE
Frank criticism stimulates help

14 Point 15 A 28 a

FINE AMBITION
Industrious printer shows artistic taste for finest sketching

12 Point 17 A 34 a

DISCOVER TRUTH
Merchants convinced that advertising would market their products

10 Point 19 A 38 a

ESCAPE HOT SPELL
Many who like outdoor recreation defer taking their vacation until cool September winds come

8 Point 22 A 45 a

ACQUIRES RARE PRINTS
Those hoping to collect prints could select one department, and find an active and trusted print dealer who is assuredly in sympathy with such efforts

6 Point 26 A 50 a

PUBLIC SCHOOLS PROGRESS
The prevailing and ancient method of taking and training apprentices can not and does not create skilled workmen. Instruction in printing is being given nowadays in our public schools with many excellent results

Cheltenham Medium Italic (Non-Kerning)

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ct st
ff fi fl ffi ffl . , - ’ : ; ! ?

72 Point 3 A 4 a

Split

60 Point 3 A 5 a

Inked

48 Point 4 A 6 a

Badger

42 Point 5 A 7 a

Majesty

10 Point 19 A 38 a

RARE GEMS GIVEN
Generous magnate will award prize to students finishing college course in practical advertising

18 Point 10 A 20 a

UPHOLDING
Knight plowed fertile meadow

36 Point 5 A 8 a

DRINKS
Sculpture

8 Point 22 A 43 a

DRIVER FIXED BRAKES
Every good chauffeur should regularly inspect entire body of his automobile. If bolts or nuts become worn and loose do not neglect proper repairs

14 Point 15 A 28 a

RETURNS FISH
Careful sportsman lost dandy pickerel before leaving boat

30 Point 6 A 9 a

HAULING
Negotiation

6 Point 24 A 48 a

PROFIT SURPRISES PRINTER
New inventions gradually replaced methods in vogue twenty odd years ago when every artistic compositor was an expert rule twister. Efficient production and quality work make the hard working job printer happy

12 Point 18 A 35 a

GRAND STEAMER
Magnificent transport brings returning army from turbulent section

24 Point 7 A 12 a

MONOLITH
Elephant Sold

Cheltenham Wide

72 Point 3 A 4 a

Raid

60 Point 3 A 4 a

Enlist

48 Point 4 A 8 a

SKEIN
Reflect

Characters in Complete Font

A B C C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r r s t u v
w x y z ff fi fl ffi ffl
Qu ct st ¶)] ' "
. , - ' : ; ! ?

Characters] ' " not made for 30, 36, 42, 48, 60 and 72 Point sizes

11 Point carried in stock only at Foundry

42 Point 4 A 8 a

BENDS
Original

24 Point 6 A 12 a

GHERKIN
Stimulating
the appetite

12 Point 18 A 38 a

FORTUNE SMILED
Diamond miner found indescribable beauties after wearisome quest

10 Point 21 A 42 a

DEFECTS REVEALED
Notable professors bring remarkable photographs for use in scientific study

36 Point 5 A 8 a

DRIVEN
Identified

18 Point 10 A 21 a

NEIGHBORS
Hold rehearsal
of playlet early

8 Point 24 A 48 a

CONCERNING DREAMERS
Natural ability without energy is always deplorable and often terminates in complete despair

30 Point 5 A 10 a

EARNING
Reductions

14 Point 15 A 30 a

BURN CHURCH
Historical building and art collections completely ruined

6 Point 24 A 48 a

ENERGETIC FOLKS ADVANCE
Lazy men are most certain of failure while active men invariably succeed in most fields. This statement should be carefully considered by everyone

The Incomparable Cheltenham Family

Pick up almost any newspaper or magazine and you will find that the Cheltenham Family dominates the pages. The reason is that there is a weight and shape for every requirement

Set in Cheltenham Medium Expanded

CELTIC BORDERS AMERICAN BORDERS JAQUISH BRASS RULE ORNAMENTS

Philadelphia's Most Beautiful and Popular Suburb

HS

SLOGAN:
"We have reason to feel proud of our Borough and its progress"

Annual Meeting of the Hampshire Springs Improvement & Realty Association

EVERY member should attend this meeting as many subjects of the greatest importance will be discussed. Commissioner Nicholson has signified his intention of being present and presenting a report on the much discussed question of repaving the automobile road to Somerville and Mecklenburgh Junction. The election of officers and two trustees for the ensuing year will be held at the August meeting

DATE OF THE MEETING IS JULY SIXTH
AT SHERMAN HALL

Set in Cheltenham Wide and Cheltenham Italic

ANTIQUE ORNAMENT AMERICAN BORDER

This insert is printed on INDIA BEST PLATE BOOK, Basis 25 x 38 — 80 lbs.
Made by the GEO. W. WHEELWRIGHT PAPER COMPANY, Boston, Mass.



The Brazen Old Deceiver—Time

The leading sensation of the fall season. A play filled with thrills and predictions which hold the immense audiences spellbound. The first play of its kind. Read the book and then see this wonderful play



Set in Cheltenham Bold Condensed VOCATIONAL CAMEOS

HONIER & MIGNON

ROBES
MANTEAUX
FURS
MILLINERY

NEW YORK
PARIS WASHINGTON
CINCINNATI

Set in Cheltenham Wide AMERICAN BORDER

TOURS to the Mediterranean



NO other trip offers such variety of enjoyment. Accommodations range from comfortable staterooms at minimum rates to suites with private baths. Our ships are the largest now engaged in the tourist service and were specially designed for use in the Mediterranean

Eastern Steamship Company · Providence

Set in Cheltenham Wide and Cheltenham Italic OVOLO BORDER ROTERS ILLUSTRATOR

Printers Who Have Bought Kelly Presses Are Loud in Their Praise of the Records of These Wonderful Printing Machines. In a Great Many Cases They Have Ordered Additional Presses

Printers who do not wish to be outclassed in the economic production of printing have bought Kelly Automatic Presses eagerly. They have proven the greatest money-makers among printing presses. Kelly Presses produce supreme quality and give perfect register at the speeds recommended. Unapproachable in production economies on the longer runs, a more remarkable fact is their productive economies on short runs, due to well devised facilities for quick make-ready and quick regulation of ink supply and quick adjustments of the type form on the fully exposed bed, which is rigidly supported on full-length tracks. The absolutely automatic feed of Kelly Presses, combining utmost simplicity with greater effectiveness and reliability than were ever before realized in an automatic feeding mechanism, makes it possible for them to produce rapidly and much more profitably a variety of work which would otherwise have to be done slowly by hand feed.

Kelly Automatic Presses were designed to reduce the cost of production of both short and long runs. This has been accomplished in a degree which has astonished the printing trade. The bulk of the work in job pressrooms should be produced on Kelly Presses. Many printers, formerly plodding along with the older methods, have become surprisingly prosperous by addition of Kelly Presses to their equipment. In a job pressroom in which Kelly Presses are used the platen presses have their use on the small kinds of work and to help out whenever a Kelly Press has a full run of work. Those who compete against Kelly Presses with slower running presses will inevitably be outclassed in production costs and also in the quality of product. Kelly Presses increase profits and are the best buy for job work. A platen press with mechanical feed is still a platen press—its speed is not increased. With Kelly Presses you increase the speed and range of your work and easily get double the output of a platen with mechanical feed.

Read the following

"YOU ask me what success I have had with the Kelly: Why, nothing but success. I wanted something to replace slow-going platens on long runs and turn out a better class of work. * * * I became the first owner of a Kelly Press in the State of New Jersey, and today I hold my own with anyone for turning out good work. I can put on a solid plate form in colors, single roll up to capacity of the press. Register is perfect, running at top speed. Have nothing but the highest praise on the service given me."

"I WILL not say much, but it will be to the point. The Kelly Press is the best machine I have ever bought. It does everything I expected it to do, and more. If I could use more than one I would certainly install another at once. I would recommend it to anyone who has a large variety of job work to do."

"THE KELLY PRESS is most satisfactory, doing everything that you claim for it, and we are keeping it busy practically all of the time."

Read the following

"EVERYTHING good that can be said about a press we can say about the Kelly. The press has been in our plant four or five years, has run constantly, and we are getting just as much production now as we did at the very beginning and there seems to be no more wear and certainly no expense. We are not only getting splendid production, but are getting splendid work and feel very kindly toward the Kelly."

"THE three Kelly Presses are performing wonderful work. Would not part with them for twice the cost . . . are the working wonders of this plant."

"WE HAVE had no trouble with the Kelly; have been handling business we could never touch before."

"THE KELLY PRESS has given us complete satisfaction. We have had no mechanical difficulties and are able to get out more work at less cost than with our previous equipment."

AMERICAN BORDER

Set in Cheltenham Bold, Cheltenham Wide, Cheltenham Oldstyle Condensed and Cheltenham Italic

MODERN PRINTING is based upon the great achievements and experiences of the Old Masters—the men who by their skillful use of rude implements laid the foundation of one of the most beautiful and most expressive of all arts. It has a two-fold purpose: to promote thought, and to teach the lesson that a combination of beauty and efficiency produces the Master Art. Into its composition enter all the essentials of knowledge. Its devoted and faithful artisans not only enjoy the pleasure of difficult tasks well done, but reap more lasting rewards in the liberal education assimilated while doing them. What better vehicle could be devised to inspire the child, and, by the gradual development of the motor and sensory faculties, arouse his natural creative ability, than the Printing Art?



PRINTING

A VITALIZING FACTOR IN EDUCATION

A PAMPHLET SUGGESTING SEVERAL LOGICAL REASONS WHY THE SCHOOL PRINTING OFFICE PRESENTS MANY EDUCATIONAL ADVANTAGES



THE undeniable benefits of printing plants in the public schools is not a mere impractical theory; everywhere wide-awake educators are recommending printing as a factor in public school education. Printing plants have been installed in schools from lakes to gulf and from ocean to ocean, and their efficacy in the furtherance of practical educational efficiency has been testified to by some of the best known pedagogical figures in the country. It is only a question of time before practically every school in the country will have a printing department as an indispensable adjunct to the other educational equipment and paraphernalia. This is not a prophetic statement, but a fact, amply backed by the increasing number of installations being made along these lines. After all, what is the real purpose of education? It is to properly prepare the younger generation for the business of life. And Printing accomplishes just this

Set in Cheltenham Oldstyle Condensed and Cheltenham Medium Condensed



The American Type Founders Company Leads in Production of Fine Type Designs

Set in Cheltenham Medium Expanded

PRINTERS · DESIGNERS
ENGRAVERS · & · STATIONERS

MORE and more, advertisers are demanding catalogs that are more than a listing of the products manufactured; they want books that are sales forces—that present the same sales arguments, with the same well planned effectiveness, that the star salesman uses. Stevens has been and is a leader in the development of this type of book. We are serving a large clientele and will be glad to show how Stevens can help you out

Stevens

423 BRONDHAM STREET
PHILADELPHIA

Set in Cheltenham Wide and Cheltenham Extrabold

The Hotel Brighton

SITUATED AMIDST THE PINE FORESTS

New Hampshire's Most Beautiful Hostelry

SIXTEEN HUNDRED ROOMS

THIS hotel, which is open all the year round, has long enjoyed the patronage of the general public. Not the least among the many causes that have contributed toward our great success are our cuisine and the homelike atmosphere of our hostelry

Rates Quoted on Application

DOUGLAS GORDON, *Manager* ARTHUR BROWNE, *Proprietor*

Set in Cheltenham Wide and Cheltenham Italic

AMERICAN BORDER LITHOLINE AND LITHODOT BRASS RULE

Every Printer Should Know About the Kelly Automatic Presses, the Machines That Materially Reduced Costs in Job Pressrooms Everywhere

Novel Patented Features

The Kelly Automatic Presses possess many novel patented features designed to expedite make-ready and the changing or alteration of forms. They have finely adjusted and easily controlled ink fountains and large form rollers with superimposed distributor rollers. Presses are provided with two motors (one for the press and the other for the automatic feed) and have monitor controls and dynamic brakes and other controls. They may be stopped from either side or from the feed end within one revolution of the cylinder.

Danger-Proof Automatic Feed

The Kelly Automatic Feed comes closer to infallibility than any other automatic feed. An operator need not be tied to it. It is danger-proof, because it is completely automatic. It will stop the press and trip the cylinder almost instantaneously, (1) if two sheets attempt to pass to the feed board together, (2) if a sheet does not reach the detectors on time, (3) if a sheet is crumpled or defective, (4) if a sheet misses, or (5) if the lift is exhausted.

Double Rolling

Not all kinds of work can be done to the full inking capacity of Kelly Presses by single rolling. There are heavily inked forms that require double rolling on all job presses; but of both single and double rolled forms, Kelly Presses will print with complete success, at unequaled speed, a greater range of work than can be done on any other job press.

DEVELOPED AND MANUFACTURED BY THE

AMERICAN TYPE FOUNDERS COMPANY

Set in Cheltenham Bold, Cheltenham Extrabold and Cheltenham Wide

Efficient Advertising Service Has Always Been the Motto of this Growing Organization

WHAT do the big advertisers see in our service and counsel that prompts them to call upon us whenever new selling campaigns are being contemplated? They can see results ahead when they place an advertising problem in our hands, as we assume responsibility for the success of that campaign. And their success increases our prestige

Merkel Hardware Corporation, Henderson & Moran, Daniel & Montgomery, Frederick Burlingham Soap Company, Edward Cavanaugh & Company, and scores of other prosperous and progressive concerns are clients of this company

Universal Advertising Service Company

BOSTON
Kenworth Building

NEW YORK
Thirty-one Main Boulevard

LONDON
Merchants Building

Set in Cheltenham Medium Expanded, Cheltenham Medium and Cheltenham Medium Italic

ANTIQUE BORDER JAQUISH BRASS RULE ORNAMENTS

YOURSELF AND FRIENDS ARE CORDIALLY INVITED TO ATTEND THE JUNE GARDEN MUSICALE TO BE GIVEN BY THE BRONX SYMPHONY ORCHESTRA ON THE LAWN OF THE FIRST BAPTIST CHURCH OF EAST HARBORDALE, TUESDAY EVENING, JUNE SIXTEENTH, AT EIGHT-THIRTY O'CLOCK

THE COMMITTEE

Set in Cheltenham Wide

VANITY INITIAL

Cheltenham Oldstyle Condensed

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n o
p q r r s t u v
w x y z ff fi fl
ffi ffl Qu ct st ¶
' " . , - ' : ; ! ?

Character ¶ not made for 24, 30, 36, 42, 48, 60 and 72 Point sizes

14 Point 17 A 34 a

SPORT FASHIONS
Magnificent Diamond

12 Point 22 A 43 a

BROUGHT FORWARD
Japanese Chrysanthemum

10 Point 24 A 48 a

HERBACEOUS RODENTS
Nocturnal wanderers frighten timid denizens very frequently

8 Point 27 A 56 a

FRENCH COURTESY PLEASING
Impressionable globe-trotter praises bourgeoisie hospitality in travelogue

6 Point 30 A 60 a

IMPORTANT BREAKFAST PRODUCT
No morning menu is more appreciated by juvenile campers than flapjacks and syrup

72 Point 3 A 4 a

Egoist

60 Point 3 A 5 a

Squash

48 Point 4 A 7 a

Depleted

42 Point 4 A 8 a

Night Mail

36 Point 5 A 8 a

Buy Quickly

30 Point 6 A 12 a

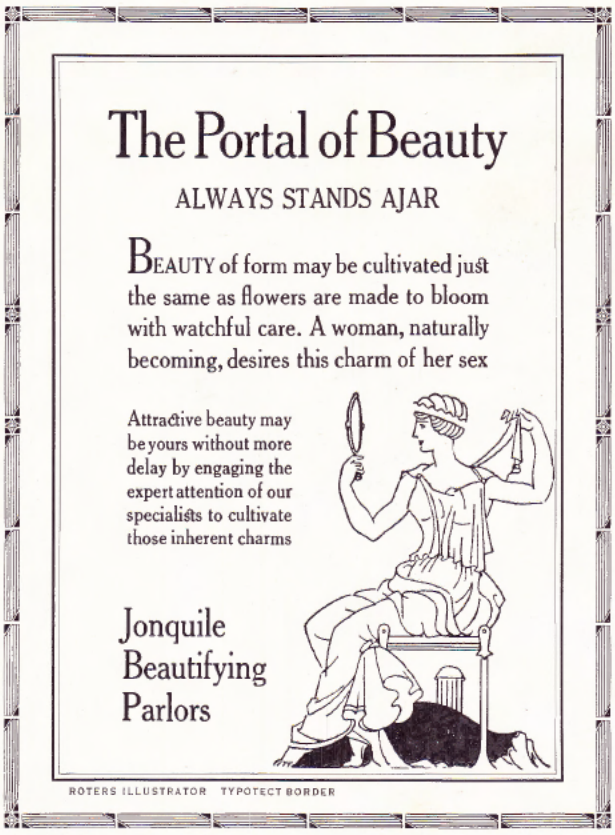
HUMORISTS
Neglect Studio

24 Point 8 A 17 a

DISTRIBUTION
Special Questions

18 Point 13 A 24 a

GREATEST HOUSE
Refined Masqueraders



Cheltenham Medium Expanded

48 Point 3 A 6 a

Rapids

42 Point 4 A 7 a

Bequest

36 Point 5 A 8 a

Daughter

30 Point 6 A 10 a

Reject Man

24 Point 7 A 14 a

Earns Surplus

18 Point 11 A 21 a

University Razed

14 Point 15 A 30 a

SPLENDID ROMAN
Majestic Architecture

12 Point 17 A 32 a

NERVOUS CUSTOMER
Divulge Invaluable Secret

10 Point 18 A 36 a

HUMOROUS MUSICIANS
Dancers Applaud Orchestra

8 Point 20 A 41 a

STRING QUARTET FEATURED
Unusually Pleasant Entertainment

6 Point 22 A 44 a

MISCHIEVOUS YOUNG CREATURES
Playful Siamese Kitten Delighted Children

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r r s t u
v w x y z ff fi fl ffi ffl
ct st . , - ’ : ; ! ?

TIME

THE
ONLY DIFFERENCE
BETWEEN
THE DIFFICULT
AND
THE IMPOSSIBLE
IS THAT
THE IMPOSSIBLE
TAKES MORE
TIME

❖

SELECTED

PANEL BORDER

Cheltenham Medium Condensed

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r r s t u v
w x y z ff fi fl ffi ffl ct st
. , - ’ : ; ! ?

48 Point 4 A 7 a

Hardship

42 Point 5 A 8 a

Negotiates

36 Point 5 A 10 a

Buys Engine

30 Point 6 A 12 a

Respect Shown

24 Point 9 A 16 a

Mystical Kingdom

18 Point 14 A 24 a

Depreciating Securities

14 Point 17 A 34 a

ENERGETIC GARDENER
Cultivate Neglected Orchard

12 Point 22 A 43 a

HERO RESCUES CLERGYMEN
Grateful Inhabitants Applaud Clerk

10 Point 24 A 48 a

MECHANIC WORKED OVERTIME
Bought Magnificent Country Bungalow

8 Point 29 A 55 a

RECONSIDERED GENEROUS PROPOSALS
Specified Extraordinarily Difficult Examination

6 Point 32 A 63 a

NEIGHBORHOOD COMMITTEES REORGANIZING
Reliable Industrial Enterprise Installing Huge Machinery

POTTERY
ART DESIGNS

ELEANOR TREMAINE

This little book contains one hundred beautiful designs for the student, and illustrates both the ancient and more modern conception of pottery



Published by
THE SCHOOL OF ART DESIGNING
NORTH HARBOR CITY

CLELAND ORNAMENT

Cheltenham Bold

120 Point 3 A 4 a

Nail

96 Point 3 A 4 a

Style

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
r s t u v w x y z
. , - ' : ; ! ?

84 Point 3 A 4 a

Bed

72 Point 3 A 4 a

Risk

60 Point 3 A 5 a

Myth

48 Point 4 A 6 a

Halted

42 Point 4 A 8 a

Might

36 Point 5 A 8 a

HORN

Grated

30 Point 6 A 10 a

ENTIRE

Delivery

24 Point 6 A 13 a

NEITHER

Simplified

18 Point 10 A 20 a

NICKNAME
Honest Sport

14 Point 14 A 26 a

REPRODUCES
Quaint Drawing

12 Point 17 A 33 a

DESCRIBE SCENE
Entering Battlefield

10 Point 18 A 37 a

SOLDIERS REJOICE
Timely reconnoitering narrowly averted war

8 Point 22 A 45 a

INDUSTRIOUS WORKER
Diligent mechanic becomes department superintendent

6 Point 24 A 48 a

BOLD MOUNTAIN CLIMBERS
Encounter many hardships while making perilous journey upward

Cheltenham Bold Italic

Characters in Complete Font

A B C D E F G H

I J K L M N O P

Q R S T U V W

X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

. , - ' : ; ! ?

72 Point 3 A 5 a

Stylist

60 Point 4 A 6 a

Ejected

48 Point 4 A 6 a

Bold Dial

12 Point 15 A 32 a

GUIDES DESIGN
Sought suggestions wandering through picturesque valleys

10 Point 16 A 34 a

NOTED GROUNDS
Children frolic midst wonderful botanical garden and enjoy the exhilarating climate

8 Point 20 A 42 a

COMPLIMENTS ARTIST
Many entertaining exhibits of painting are displayed in the main room. The library habitue will be interested in these fascinating art works

6 Point 20 A 42 a

SOLDIERS IN MANEUVERS
Numerous troops forming with beautiful accuracy along road passed inspections and started active work. Quickly establish permanent headquarters while zephyrs sharpen their appetite

24 Point 7 A 11 a

REOPEN City folks interested

18 Point 9 A 20 a

SPECIMEN Brochure by old artificer delights boy

14 Point 14 A 28 a

DISTRIBUTER Urchins pleased with many gifts donated weekly by the merchant

42 Point 5 A 7 a

MINES Bought

36 Point 5 A 8 a

ROUND Sampled

30 Point 6 A 9 a

INCOMES Encyclical Defendant

Cheltenham Bold Condensed

72 Point

NED

60 Point

KING

48 Point

HINGE

Dimple

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r r s t
u v w x y z
. , - ’ : ; ! ?

3 A 4 a

High

3 A 4 a

Stake

4 A 8 a

MINDS

Ejected

42 Point 5 A 8 a

SECTION

Neuralgia

36 Point 5 A 8 a

BENEDICT

Kept Secret

30 Point 7 A 13 a

NICE COURT

Majority Rule

24 Point 8 A 16 a

ENHANCING

Beautiful star shining bright

18 Point 12 A 26 a

IMPROVEMENT

Enlarged interior has pleasing look

14 Point 17 A 36 a

HEROIC REGIMENT

Springfield holds fine banquet for the many men who gained fame

12 Point 21 A 44 a

DEFENDS DOCTRINE

Honor system becomes main discussion among professors at meetings

10 Point 22 A 46 a

POSTPONE PROGRAM

Curtail winter concerts of symphony orchestra until arrival of eminent soloists

8 Point 27 A 54 a

ERECTED BEAUTIFUL HOME

Retired manufacturer purchases tract adjoining present property for building magnificent mansion

6 Point 30 A 60 a

OFFICIAL REFUSES NOMINATION

Government officer declared principal reason for not accepting situation was remuneration. This created quite some comment among several acquaintances

Cheltenham Bold Condensed Italic

72 Point

Nigh

60 Point

Debts

48 Point

REIGN

Eyelets

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ’ : ; ! ?

3 A 4 a

END

3 A 4 a

HUM

5 A 8 a

BRICK

Striper

12 Point 20 A 40 a

HONEST REPORTER
Gives generous reward to scholar writing long essay on modern topics

10 Point 20 A 42 a

FACE GRAVE DANGER
Expeditions into tropical regions are usually made by men seeking adventure

8 Point 25 A 50 a

HELP STIMULATE BUSINESS
Progressive merchants know the great benefits which are derived from advertising in daily papers

6 Point 28 A 58 a

REQUIRING BETTER WORKMEN
The call for high-grade printing will continue to increase. For this reason most employers insist that printers be careful in the training of apprentices

24 Point 9 A 16 a

REINFORCE
United action much desired

18 Point 12 A 24 a

BOYS AMUSED
Humorous yarns created laughter

14 Point 16 A 32 a

ENCOURAGEMENT
Conditions improved greatly since worker cooperates with boss

42 Point 5 A 10 a

INDICTS

Magician

36 Point 5 A 10 a

DISPERSE

Bystanders

30 Point 7 A 12 a

NOURISHED

Recuperation

Cheltenham Bold Extended

72 Point 3 A 4 a

Net

60 Point 3 A 4 a

Hail

48 Point 3 A 4 a

Eight

42 Point 3 A 5 a

Speck

36 Point 3 A 5 a

MUSIC
Hybrid

30 Point 4 A 7 a

REFUSE
Brighten

24 Point 5 A 9 a

ENDURES
Complaint

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
r s t u v w x y z
. , - ’ : ; ! ?

18 Point 7 A 13 a

BROKEN
Solicitors
mystified

14 Point 10 A 21 a

REMINDER
Companion
encouraged
further trial

12 Point 12 A 25 a

NOURISHING
Food scientist
makes rations
very tempting

10 Point 13 A 28 a

INSTRUCTION
Extra buildings provide golden opportunity for additional class

8 Point 15 A 30 a

MINIATURE ROSE
Swiss horticulturist exhibits interesting hardy varieties that brought loud praise from noted growers

6 Point 17 A 35 a

RAINBOW CREATION
Beautiful satin ribbons help in conveying that distinctive atmosphere of rare refinement and good taste so desirable and universally sought

Cheltenham Extrabold

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r r s t u v w x
y z ff fi fl ffi ffl
. , - ’ : ; ! ?

72 Point 3 A 4 a

Bait

60 Point 3 A 4 a

Mule

48 Point 3 A 5 a

Sailed

42 Point 3 A 6 a

Delight

10 Point 15 A 30 a

DISTINGUISHED Notable speakers addressed textile manufacturers at their last meeting

18 Point 9 A 16 a

MEDIUMS Recognize great men

36 Point 4 A 6 a

HUMOR Injustice

8 Point 18 A 35 a

BENIGN EXPRESSION Old gentleman imparts secret of longevity and happiness in old age to assemblage of printers visiting the community

14 Point 11 A 23 a

SERMONIZE Heroic priest defied raider entering city

30 Point 5 A 8 a

BURNERS Evangelist

6 Point 21 A 40 a

STORM REPORTS GIVEN February storm hindering traffic very much in many northwestern counties and numerous trains are being stalled according to report given by weather bureaus

12 Point 14 A 26 a

NEIGHBORING County invoked aid from village when dam burst

24 Point 6 A 10 a

DIMENSION Metaphysics

Cheltenham Bold Extra Condensed

120 Point 3 A 4 a

Etch

96 Point 3 A 4 a

Biped

84 Point 3 A 4 a

Injects

72 Point 3 A 5 a

Rebuild

60 Point 3 A 5 a

Liquidate

48 Point 6 A 9 a

Melancholy

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r r s t u v w x y z
ff fi fl ffi ffl . , - ’ : ; ! ?

42 Point 6 A 10 a

Red Eagle

36 Point 6 A 10 a

Night Hawk

30 Point 8 A 14 a

FOREBODING
Hemispherical

24 Point 10 A 19 a

DISCOMPOSURE
Brief Exploration

18 Point 15 A 31 a

PERFECT SPECIMEN
Kinder Characteristic

14 Point 20 A 40 a

ENERGETIC PLANS
Serious development undertaking finished

12 Point 24 A 48 a

LEADING GYMNASIUM
Many contestants report intense activity at camps

10 Point 27 A 54 a

NOTEWORTHY DECISION
Important questions settled during informal conference between opposing societies

8 Point 33 A 68 a

INDEMNIFIED MANUFACTURER
Erecting monstrous warehouse of standardized materials as required by the fire insurance underwriters

6 Point 36 A 73 a

NUMEROUS CHANGES IN SCHEDULE
Excursion steamers crowded to capacity with smiling throngs of July vacationists returning home after enchanting pleasure jaunts to mountain and seashore resorts

Spring Clothes

An exceptional sale of fine spring suits and topcoats for men. Made of durable materials and tailored in the latest style

ENGLISH TWEEDS, full and tight fitting models, well made, in either light gray or black mixtures **29.50**

TOPCOATS of fine rain-proof material tailored in many styles, and in a variety of modish shades **18.75**

MANY OTHER ODD LOTS OF SUITS AND COATS AT PRICES FAR BELOW ORIGINAL COST TO US

HENDERSON BROTHERS

51 BURCH STREET · 34 MAIN AVENUE

CHARACTER

PLUS BUSINESS BUILDING ABILITY

PRINTING produced by our renowned organization has Character or it would not be flowing so steadily into the trade channels from the many large concerns we serve; it has business building power as our clients show consistent growth

Booklets, Catalogues, Circulars, Cards
Announcements, Stationery

THE MANDER COMPANY

Printers Extraordinary

1026 LEXINGTON AVENUE, WORTHINGTON

BENHURST MANOR

Offers you the exceptional opportunity of owning that long desired home

SITUATED on gently rolling hills and commanding a fine view of the bay and surrounding country, this recently developed park has attracted an extremely large colony of Dunkirk families because of its exquisite beauty, refinement, its natural simplicity and home charm. A handsome clubhouse and tennis court, with splendid golf course nearby, all complete the picture of an ideal all-year-round home place

Select your building site now and build your own home

SEND FOR DESCRIPTIVE BOOKLET

JAMES H. MORTON

DUNKIRK, NEW JERSEY

HYLITE BORDER CLOISTER ORNAMENT

CHELTENHAM BOLD EXTRA CONDENSED TITLE

96 Point 3 A

MUD

84 Point 3 A

BASE

72 Point 3 A

RESIN

60 Point 4 A

DOZEN
NITRIC

48 Point 5 A

HUMORS
EMBARK

42 Point 6 A

BROKE
DOUGH

36 Point 7 A

GRADER
ENOUGH

30 Point 10 A

MERMAID
KITCHENS
REJOICED

24 Point 14 A

HUMANIZED
SOAPSTONE
CONQUERED

18 Point 20 A

IMPORTS GOWN
NOTED METHOD
GUARDED HOME

14 Point 25 A

HEARD SPEAKER
DIRECTED MINES

12 Point 27 A

DIVIDED KINGDOMS
PROSPEROUS BANK

10 Point 36 A

INCREASE MEMBERSHIP
CELEBRATED SCIENTIST
RESUMED OBLIGATIONS

8 Point 40 A

DISTRIBUTED MANY SAMPLES
BOYS PROCURED CONCESSION
RESTORES HISTORIC MANSION

6 Point 42 A

SEVERAL UNDERTAKINGS POSTPONED
COPYRIGHTED FOREIGN TRADEMARKS
QUICKLY REMOVES MARINE EMBARGO
NEW STORES SHOWING MERCHANDISE

CHARACTERS IN
COMPLETE FONT

A B C D E F
G H I J K L
M N O P Q R
S T U V W
X Y Z & $
1 2 3 4 5
6 7 8 9 0
. , - ' : ; ! ?

Cheltenham Inline designs are effective when used in advertisements. They help tone down heavy display lines and add an individual touch, with the result that a firm's advertising may be instantly identified. Many large buyers of newspaper and magazine space prefer the Cheltenham Inlines for their principal display



ROSA BORDER VOCATIONAL CAMEO

FICTION

MANY booklovers are availing themselves of the opportunity to secure the books here offered before our allotment of the limited editions is exhausted. These works comprise the best efforts of nationally known and popular story-tellers. Printe
book that appeal to the bett

Quicksand by He

Price $3.75

Cast adrift in the whirlpool of social dec
two outcasts from different castes combi
of man's unconquerable search

Mandalay by Loui

Price $4.50

A romance of the southern Carolinas, b
to the fore quaint traditions and unfoldin
oldest story. Her dreams are realized an
bows to the inevitable power of

The Boast by Geo

Price $2.50

An interesting story of the golden west,
includes photographic illustrations show
magnificent surrounding country. Natur

**The Greatest Oppor
the Booklov**

SILVER MELODIES

BY WILLIAM MONTGOMERY JACOBSON

Songs and Lyrics



Sung by Leading
Artists of High-class Vaudeville
and Musical Comedy
everywhere

Price $2.50

Central Music Store

875 BROAD STREET, BAYONNE

ORPHIC SPOT

E. B. Rothwell & Company

COMMUNITY BUILDING, ROCHESTER

BEYER BROTHERS

EVERY day and many times a day we are complimented upon the fine quality and the reasonable price of our merchandise. Over a period of fifty-seven years we have striven to maintain the standard of square dealing upon which our business was founded

Big Sale

Our Dry Goods Department is holding a great inventory sale. Dress goods and linens will be sacrificed. Yards and yards of

CRETONNE

Many colors and a large variety to select from. All at one price

39c a yard

Silk Hosiery

Strong, seamless hosiery of the highest grade silk. A bargain at

$2 a pair

EASY TERMS

Newlyweds and all lovers of a beautiful home should attend our spring showing of the newest methods of correctly furnishing a home. Every efficient kitchen and laundry convenience will be exhibited and salesmen will gladly give any desired information about our easy monthly payment plan. Call today and see what we offer

Elko Kitchen Cabinets
Reduced to $35

THIS MONTH ONLY

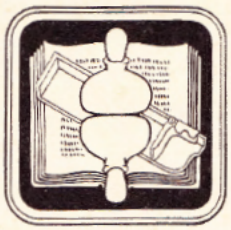
Here is an inducement for the bride to furnish a home for only ten dollars down and five dollars each month. There is no limit to the amount of furniture that you may buy under this special plan. Just think, for only a few dollars a month your home can be made comfortable and cozy

Dining Room Suites
$250 and up

BEYER BROTHERS

NORTH ADAMS STREET & BOULEVARD • SOUTH BIRMINGHAM

AMERICAN TYPE STYLES



Almost every city has its Fifth Avenue. This is not a location, but rather a class distinction. This public can not be reached by ordinary advertising methods. They think and talk quality and exclusiveness; to secure an audience your advertising must speak their language and this is better done with

American Types

ROSA BORDER VOCATIONAL CAMEO

This four-page insert is printed on No. 1 M. F. Book. Basis 25x38–80 lbs.
Made by P. H. GLATFELTER COMPANY, Spring Grove, Pa.

Cheltenham Inline Extra Condensed

72 Point 3 A 5 a

Heighten

60 Point 3 A 5 a

Rigmarole

48 Point 5 A 9 a

Photographic

42 Point 6 A 10 a

Great Celebrity

36 Point 6 A 10 a

Diplomatic Expert

120 Point 3 A 4 a

Sleigh

96 Point 3 A 4 a

Bigoted

84 Point 3 A 4 a

Majestic

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s

t u v w x y z ff fi fl ffi ffl . , - ’ : ; ! ?

Cheltenham Inline

72 Point 3 A 4 a

Indent

60 Point 3 A 5 a

MINER

Replied

48 Point 4 A 6 a

INDIANS

Historical

42 Point 4 A 8 a

REBUKE

Hundreds

36 Point 5 A 8 a

DERIDING

Negotiation

30 Point 5 A 10 a

HUNT BEAR

Southern Girls

24 Point 6 A 13 a

KNIGHTS DINE

Expert Mechanic

CHARACTERS IN COMPLETE FONT

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

& $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p

q r s t u v w x y z . , - ' : ; ! ?

Cheltenham Inline Extended

30 Point 4 A 7 a

MINISTER
Sign Lease

24 Point 5 A 9 a

REGIMENTS
Men Enlisted

18 Point 7 A 13 a

CLOSING MINE
Great Managers

CHARACTERS IN COMPLETE FONT

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t
u v w x y z
. , - ' : ; ! ?

72 Point 3 A 4 a

Nigh

60 Point 3 A 4 a

BRIM
Helps

48 Point 3 A 4 a

SPECK
Regard

42 Point 3 A 5 a

NOTICE
Subjects

36 Point 3 A 5 a

MODERN
Extension

Cheltenham Bold Outline

72 Point 3 A 4 a

Held

60 Point 3 A 5 a

Sylph

48 Point 4 A 6 a

PRISM

Napkin

42 Point 4 A 8 a

ROCKS

Explode

36 Point 5 A 8 a

MOTION

Biological

30 Point 6 A 10 a

DESPISING

Quick Rider

24 Point 6 A 13 a

MOTHER

Improving household

18 Point 10 A 20 a

EXTENDED

Bright stories are reprinted

14 Point 14 A 26 a

STEREOTYPE

Modern method providing better urban deliveries

12 Point 17 A 33 a

HUMORESQUE

Simple folk songs cleverly rendered by favorite artists interest audience

10 Point 18 A 37 a

MODEST HOMES

Incomparable view from lofty elevation that overlooks lake unfolds lovely vista

8 Point 22 A 45 a

EASTERN STEAMERS

Short ocean trips aboard palatial boats still plying between southern cities and Manhattan vitalized fatigued mind and body

Characters in Complete Font

A B C D E F G

H I J K L M N O

P Q R S T U V

W X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m n o p q r

r s t u v w x y z

. , - ' : ; ! ?

Cheltenham Shaded Faces are shown on pages 430 to 435

Cheltenham Bold Outline — In combination with Cheltenham Wide

Spring Day Bouquet

The Charming New Extract of Flowers
Grown in the Sunny Riviera

YOUR perfume subtly enfolds you as does your cloak and always about you is its atmosphere of fugitive charm. The fragrance you wear is really a part of you, so care must be taken in its selection be it your favorite flower or the mingling odors of a bouquet. Our perfumes satisfy the discriminating

Obtainable at Most Good Shops

AMSTERDAM PERFUMERY COMPANY

CREATORS OF EXQUISITE PERFUMES AND COSMETICS

NEW YORK BOSTON CHICAGO WASHINGTON

ROSA BORDER VANITY INITIAL

Everything for Baby



An unusual shop where you can purchase everything for the little one, ranging from dependable toilet articles and daintiest of clothes to quaint toys and little necessities

CHOICE SOUTHERN EMBROIDERY

Marguerite Remington

Jacksonville

ROTERS ILLUSTRATOR

Cast on Original Line

Caslon Oldstyle No. 471

72 Point 3 A 3 a

Bind

60 Point 3 A 4 a

Eagle

48 Point 4 A 6 a

PRIDE
Replied

42 Point 4 A 6 a

HEARD
Dialogue

36 Point 5 A 7 a

MEN SING
Help Choir

30 Point 6 A 10 a

NAME USED
Right Subject

24 Point 7 A 14 a

RED INK
Displaying

22 Point 8 A 16 a

NICE MEN
Live Stylish

18 Point 10 A 25 a

EXPEDIENT
PLENTY of type
increases profit

14 Point 14 A 40 a

RENEW DOME
WORN letters cause
of expensive delays

12 Point 15 A 45 a

FINE QUALITY
CASLON adds dignity
to beautiful printing

10 Point 18 A 55 a

PILGRIM ROMANCE
IDEALIZING historical events
becomes ridiculous if some
narrative is unsubstantiated

8 Point 20 A 60 a

HISTORIC MELODRAMA
COMPOSERS sometimes take tunes
lacking in worth and glorify them
into symphonies; so the alchemy
of genius has transformed this play

6 Point 22 A 65 a

SONGS PRODUCE HAPPINESS
CHILDHOOD was spent in chasing
golden butterflies; then came those
youthful days of dreams. Happiness
came with the realization of power

9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl ct ( ) [ ]
. , - ' : ; ! ?

Characters ( ) [ ] made only in sizes from 6 to 48 Point

SMALL CAPS from 6 to 36 Point are put up in separate fonts and furnished only when specially ordered

Special Characters shown on page 132

Caslon Oldstyle Italic No. 471

Cast on Original Line

12 Point 14 A 42 a

ODD SPECIMEN
Leaflet printed in the early day found intact and presented to firm

10 Point 16 A 48 a

ANTIQUE PICTURE
Brought beautiful painting depicting hostile meeting on frontier with savage Indian

8 Point 18 A 55 a

HONORS FOR PURITANS
To break with the past, entrusting their lives to the wilds, required a spirit of adventure, challenging the great admiration of the world

6 Point 18 A 55 a

COLONIZING AT PLYMOUTH
Pilgrim men and women from across the ocean, fired with determination to secure freedom, landed upon the stern and forbidding New England seacoast

22 Point 7 A 16 a

NOTIONS
Folks acquire strange habits from learning

18 Point 9 A 25 a

COLONISTS
Sturdy mariner returning north with sweetheart

14 Point 12 A 36 a

CONSIDERED
European professors showed appreciation throughout exercises

48 Point 3 A 5 a

SINCE
Mondays

42 Point 4 A 6 a

PROUD
Diplomat

36 Point 4 A 6 a

BENCH
Judge folks impartially

30 Point 5 A 10 a

MINISTER
English prelate journeying east

24 Point 6 A 14 a

EXHIBITION
New masterpieces recently discovered

9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H
I J J K L M N O P
Q Q R S T T U V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl ß
. , - ' : ; ! ?

Special Characters shown on page 132

Special Caslon Characters

THE following Caslon Quaint Characters, in common use in William Caslon's time, have been preserved in their original form, but are not included in the regular fonts. They are sold separately for both the Roman and Italic.

QUAINT CHARACTERS for use with Caslon Oldstyle No. 471

ſ ſſ ſfi ſfl ſb ſh ſi ſk ſl ſt ct

6 Point to 36 Point fonts contain eleven characters as shown above
42, 48 and 60 Point fonts contain long s and ct only (ſ ct)

QUAINT CHARACTERS for use with *Caslon Oldstyle Italic No. 471*

ſ ſſ ſfi ſfl ſb ſh ſi ſk ſl ſt ct

6 Point to 30 Point fonts contain eleven characters as shown above
36 Point font contains long s, sk and ct only (*ſ ſk ct*)
42 and 48 Point fonts contain long s and ct only (*ſ ct*)

These Characters are made in both Roman and Italic to line with the original Caslon Oldstyle No. 471 up to and including 30 Point, and in Roman only up to and including 36 Point. Only characters *ſ*, *ſk* and *ct* are made for 36 Point Caslon Oldstyle Italic No. 471; only the ſ and ct are made for the Caslon Oldstyle Roman No. 471 from 42 Point to 60 Point inclusive; and only the characters *ſ* and *ct* for 42 Point and 48 Point Caslon Oldstyle Italic No. 471.

SWASH CHARACTERS for use with *Caslon Oldstyle Italic No. 471*

A B C G D E F F G H H K K

L L M N O P R S U W

e k v w z gy &

These characters are made in all sizes from 6 to 48 Point inclusive and are sold separately

THE ORIGINAL CASLON OLDSTYLE

Roman *and Italic*

TYPES

THE AMERICAN TYPE FOUNDERS COMPANY makes the Caſlon Oldſtyle Romans *and Italics* preciſely as *Mr. Caſlon* left them in 1766, caſting the letters from the *original matrices*, including all the ancient quaint double and long letters and ligatures uſed during the lifetime of *Mr. Caſlon*. As is well known to many who read of such matters, theſe types diſappeared from the Engliſh Specimen Books at about the year 1800, and did not reappear until 1859, in which year the matrices were brought to America and uſed by The Johnſon Type Foundry, afterwards MacKellar, Smiths & Jordan, of Philadelphia, the immediate predeceſſors of the American Type Founders Company

TEAGUE BORDERS

PENDLETIN
SWARTOUT
& COMPANY

MARK TWAIN at one time remarked that after years of study and analysis he had come to the conclusion that there were only thirteen original jokes, all other funny stories being based on the circumstances contained in these. An observer of drama has written a book to disclose that there has not been an original plot for centuries, all present-day drama being modeled on the plots unfolded long ago by the ancients. Even music has been reduced to comparatively few motifs. It is given to but few men to be originators. Shakespeare himself is known to have adapted the plots emanating from different countries and sources.

ADVERTISING, which is young in comparison with other professions, could not hope to be exempt from the universal rule. All known phases of advertising have been grouped under very few heads, and rare indeed is the advertiser who can hope to emerge with one absolutely new idea. This is no reason why he should be discouraged.

SOME of the most successful advertising of the present day has been modeled after some early and thoroughly exploited ideas. It is the method by which these ideas are used that often determines the success of the advertising. It is perfectly proper for the advertiser to borrow, but where he borrows it is, like Shakespeare, up to him to improve.

WE desire to call your attention to the fact that our method is as distinctive as it is valuable. It is easily understood. You can readily see it is sound and will want your advertising campaign planned and handled by us once it is explained to you.

ROSA BORDER ANTIQUE ORNAMENT

Many

new and pleasing effects in type composition are possible with the

Caslon Types

here shown, and the beautiful

ROSA
BORDERS

THIS harmonious combination gives distinction to printing of the better class and is being used with splendid results on the general run of everyday job work

Try this combination on your next job

NOT MORE than *one man* in a THOUSAND can tell you WHY he *smiles* when he is *pleased*, or WHY he *frowns* when *displeased*. The other NINE HUNDRED AND NINETY-NINE say it is the natural thing to do and *let it go at that*

ROSA BORDER AMERICAN BORDER

CASLON
TYPES

when used in conjunction with the popular

Caslon Swash Characters

and embellished with our unusual

DECORATIVE MATERIAL

produce the most readable and most attractive typography

AMERICAN TYPE FOUNDERS COMPANY

Spring Season

HAMILTON & SANDFORD

CHICAGO SILVERSMITHS BOSTON

Wedding Gifts

FOR the wedding season many articles of beauty and utility are offered. Sterling silver dinner sets and choice pieces of exquisite design are shown in great variety. Every article is moderately priced and warranted to give satisfaction

This trade-mark identifies Hamilton & Sandford Craftsmanship

H&S

The Original

CASLON
OLDSTYLE
Roman *and Italic*
No. 471

ANNOUNCEMENT

THIS type face is cast also on the AMERICAN POINT LINE. *The difference is entirely in the shortening of several of the descenders. Its catalogue name is* CASLON NO. 540 *and Caslon Italic No. 540. The sizes are from 6 to 120 point in the roman and from 6 to 42 point in the italic*

AMERICAN TYPE FOUNDERS COMPANY

JOHANN GUTENBERG

GUTENBERG IS BELIEVED TO HAVE BEEN BORN AT MAINZ ABOUT 1397 ❦ HE DIED ABOUT 1468 ❦ HIS NAME IS FOUND IN THE RECORDS OF STRASBOURG IN 1434 AND 1436 ❦ IN THAT CITY HE IS SUPPOSED TO HAVE FIRST WORKED ON HIS INVENTION OF TYPOGRAPHY AND CERTAIN FRAGMENTS OF PRINTING, AND PERHAPS THE BEGINNING OF HIS GREAT BIBLE

GUTENBERG'S name does not appear on any printed thing, and in only one of the books ascribed to him do we find any allusion to the invention of printing, and in that his name is not mentioned. We think of him as a man of large ideas and small means, accomplishing much, the credit for which was begrudged him by those who achieved fame through their connection with him and his invention.

WE THINK Gutenberg's failure in self-advertisement may be explained by assuming that he did not fully realize the importance of his invention. His view, it seems to us, was that typography would compete, because of its economy, with the pen-made and (sometimes) hand illuminated books which in the fifteenth century were produced by influential guilds in those few regions of Europe which had received a stimulus from the new birth of learning, which began in Italy a half century before. Gutenberg could claim that his method made the cheaper books better, but probably thought that typographic books could not equal the better pen-made books. Later on, Gutenberg had to commence anew, while Fust secured the profits and temporarily (with Schoeffer) usurped the glory which soon attached itself to the new art.

THE FIRST mention of the invention of the art of typography occurs in the 1457 "Psalterium," printed by Schoeffer and Fust, in which they claim to be the inventors. Two years before, they had got rid of Gutenberg and claimed more than they were entitled to. In 1460 the "Catholicon," ascribed to Gutenberg by bibliographers, "contains reference to the invention of printing in Germany, using expressions that seem to indicate that the writer [of the colophon] was the inventor." In 1472, a letter of Guillaume Fichet to Robert Gaguin, printed in Paris, contains the first reference in type to the then uncelebrated Johann Gutenberg.

THE INSCRIPTION ON THE MONUMENT ERECTED TO GUTENBERG IN THE COURTYARD OF WHAT IS SAID TO HAVE BEEN HIS MOTHER'S RESIDENCE, AS TRANSLATED, READS ❦ "TO JOHN GENSFLEISCH, CALLED GUTENBERG, A PATRICIAN OF MAINZ, WHO FIRST AMONGST ALL INVENTED TO PRINT THE LETTERS BY MEANS OF METAL, AND WHO BY THIS ART DESERVED WELL OF THE WHOLE WORLD, THE ART-UNION OF MAINZ IN CONNECTION WITH THE OWNERS OF THE HOUSE ZUM GUTENBERG HAVE ERECTED THIS MONUMENT AS AN IMMORTAL MEMORIAL OF HIS NAME, ON THE 4TH OF OCTOBER, 1827" ❦ ❦ ❦ ❦

ADAM ORNAMENTS

PARAGRAPH TERMINAL

This insert is printed on INDIA ALBION TEXT WOVE. Basis 25x38—80 lbs.
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.



WESTWARD JOURNEYS

SOME years ago the interior of California was an almost obscure desert. Herds of native animals roamed over its untilled plains. Its mountain fastnesses had been penetrated by only a very few more venturesome explorers. The foothills, between the plains and the peaks, harbored a handful of white settlers who had been drawn by the lure of gold, or the amazing fertility of the river bottoms, but for the most part remained the hunting grounds of bands of savage red men.

The Golden West

JAQUISH ORNAMENT

The Gobbler

AN APPRECIATION OF THE NOBLEST OF BIRDS

HONOR now this proud old bird; throughout his life he never heard of printer's ink nor devil's "pi"—and in his ignorance he had to die. He never heard the hum nor roar of presses on our first floor; he never smelled—at least we think, he never smelled of printers' ink. He was a small egg once upon a time, worth just about one thin, plain dime; a good, sound, healthy egg, forsooth, from which emerged a cocksure youth, who pompously strutted and eventually grew into a toothsome, sumptuous meal for you.



Colonial Print Shoppe

ART TYPOGRAPHERS

Alden, Mass.

THANKSGIVING ORNAMENT

Roberts, Peters & Company

FINE CLOTHES FOR MEN—Abnormal values at subnormal prices. Business suits that *could* make a congressman look like a banker. Sporting clothes that *can* make a golfer feel like a par player. We can assure you of some excellent values in each one of them that will permit a dollar to do a dollar job for you every time.

$30, $40, $50—NO HIGHER

Amsterdam Avenue and Morgan Place, NEW YORK

BROCHURE BORDER CASLON SWASH CHARACTERS

Caslon No. 540

120 Point 3 A 4 a

Bit

96 Point 3 A 4 a

Sad

84 Point 3 A 4 a

Idyl

72 Point 3 A 4 a

Hats

60 Point 3 A 4 a

Spick

48 Point 3 A 6 a

Kindly

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w x
y z ff fi fl ffi ffl ct ( ) [ ]
. , - ’ : ; ! ?

Characters ( ) [ ] made only in sizes from 6 to 42 Point

SMALL CAPS from 6 Point to 18 Point inclusive and Quaint Characters ſt ſb ſh ſi ſk ſl ſt ff ffi ffl ct from 6 to 30 Point inclusive are fonted separately and are furnished only when specially ordered. Only the Quaint Characters ſt and ct are fonted in the 36 and 42 Point sizes

11 Point carried in stock only at Foundry

42 Point 3 A 7 a

Maid

36 Point 3 A 7 a

Ratify

30 Point 4 A 10 a

Unfilial

24 Point 5 A 12 a

DREAM
Prologue

20 Point 7 A 14 a

EARNED
Generosity

18 Point 9 A 19 a

FIREMAN
JUST Replied

14 Point 12 A 27 a

IMPROVING
GREAT Machine

12 Point 13 A 32 a

ANNIVERSARY
REMINDS Colonists

10 Point 16 A 44 a

DESERVED PRAISE
EMINENT authority may review principal records

8 Point 18 A 45 a

INHERITED QUALITY
PILGRIM honors and respects quaint customs of forefathers

6 Point 22 A 63 a

JOINED ANOTHER EXPEDITION
DISTINGUISHED traveler returns after very unusual privations were combated

Caslon Italic No. 540

Characters in Complete Font

A B C D E F G

H I J J K L M N

O P Q Q R S T T

U V W X Y Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h h i

j k l m n o p q r s

t u v w x y z ct ff fi fl

ffi ffl . , - ' : ; ! ? ( )

11 Point carried in stock only at Foundry

42 Point 4 A 7 a

BIRDS
Mindful

36 Point 4 A 8 a

SMOKE
Instructed
sales clerk

30 Point 4 A 9 a

GUIDES
Extinguish
forest blaze

24 Point 5 A 12 a

DISHONOR
Professor seeks
new knowledge

20 Point 7 A 14 a

URGES HERO
Bright child given
freedom at outings

10 Point 18 A 43 a

ACTORS CONVENE
Perhaps the most original of living comedians is funnier with his atrocious quips than others are with better stories

18 Point 8 A 19 a

NUMBER
Checking list
located many

8 Point 19 A 46 a

PECULIAR STRUCTURES
Numerous builders attend the illustrated lecture on modern construction of dwellings and discuss other important ideas

14 Point 12 A 28 a

FOREIGNER
Salesmen quickly
made application

6 Point 21 A 68 a

INDESCRIBABLE EXPERIENCES
Many excursionists spend a delightful day amongst the wonders of nature. The views of the beautiful pasture lands and valleys from the towering mountain tops amazed youngsters from the big city. Children told of their eventful day to their many friends

12 Point 14 A 33 a

REIMBURSED
State officers journey
to military school for
daily review of army

"*The* SUREST *way* NOT *to* FAIL *is to determine to* SUCCEED"

NAPOLEON'S GENIUS APPLIED *to* ADVERTISING

WHETHER or not they do so consciously, the great manufacturers of this country generally employ sales tactics that bear a most striking likeness to the military method of Napoleon. They are always outflanking their competitors; skillfully taking them by surprise. This is particularly true during periods of business depression, when men of little courage think it untimely to advertise. It is also true to lesser degree during times of gre
men of no foresight imagi
is unnecessary. It is this bi
of his competitors that giv

*THAT is why so many manufa
greatest progress during the tim
easier to advance because the co
trade channels are not so crowd*

MANTING BROS
Typographers · Des
NORTH PHILLIP

CLELAND BORDER · CASLON SWASH CHARACTER

American Type Founders Company

IT IS almost impossible to do inferior printing with CASLON TYPES Use paper of good quality and the effect is admirable

Third Annual

EXHIBIT *of* ARTS

CAREFULLY SELECTED SUBJECTS OF THE MOST CHARACTERFUL WORK OF FRENCH INDUSTRIAL ARTS ARE BEING EXHIBITED

Week Commencing October 28th

JODAN GALLERIES

SINCE it is not feasible for all Americans to go to France, it is for France to take the initiative and come to the States. It is somewhat as if a bit of our country were suddenly transplanted to our friends on the other side of the water—the broad Atlantic. The original exhibit was inaugurated in Nice in the summer of last year with startling success. I can still visualize it as if it were yesterday, tastefully installed in a retired section on the Place des Victoires, in the Palais d'Argent, and now, as in the fairy tales of our childhood, I find it once more luxuriously exhibited in the heart of the greatest business section of this country

CLELAND BORDER · ANTIQUE ORNAMENT

Typographic Borders

FIVE out of eight advertisements noted on a daily newspaper page were composed with Typographic Borders. Other pages in the same newspaper disclosed the fact that more than half of the advertisements were designed to include a border of one kind or another.

Typographic Borders have acquired a standing in popular favor, acquired it because they serve a very useful purpose—for a border properly applied to a specific advertisement distinguishes it from a page full of varied pieces of copy or, as the saying goes, makes it "stand out."

Sometimes, when several such advertisements surround one lacking a border the same result is gained. The advertisement so surrounded stands out too, not because it has no border, but simply by virtue of the adjacent designs that close it in.

What better proof is wanted of the desirability of borders in intelligent newspaper advertising? If *parts of four different borders* surrounding an advertisement serve to set it off, how much better service a complete border of its own would give.

In this catalogue there are shown many new and distinctive borders which will be found very appropriate for newspaper and magazine advertisements, as well as for commercial printing.

American Type Founders Company

EVERYTHING FOR THE PRINTER

Set in Caslon No. 540 *and Italic* with Caslon Swash Characters Cleland Borders

CASLON TYPES

THE CASLONS IN THIS CATALOGUE ARE WORTHY OF THE VERY CLOSEST STUDY · EACH SERIES HAS ITS OWN DISTINCT APPEAL

THE opinion of many printers is that one never makes a mistake by composing the job in *Caslon*. *Caslon* TYPE FACES are liked by everyone. They are easy to handle. However, the name *Caslon* has a wide range and the printer should study this catalogue to determine which series of this famous family will best satisfy his requirements

*I*F you have not a good assortment of CASLONS, your composing room is incomplete

AMERICAN TYPE

JAQUISH ORNAMENTS VANITY INITIAL



MVSIC
HATH CHARMS
–BUT GOOD
PRINTING *will always*
please your customers

CLELAND ORNAMENT AMERICAN BORDER

Albion Text
Wove

AN EXCELLENT PAPER FOR HIGH-GRADE PRINTING

†

Made in White and India
25x38—60 and 80 lbs.

MODERN FLOURISHES

YOU will find many new ideas and new materials in this catalogue with which to improve your printing. The type designs in this book include a large number of new and desirable faces

WE wish to invite your especial attention to the many new and beautiful typographic ornaments and borders shown for the first time in the display pages of this book

MAKE this a book of real value. A study of its pages now and then will help you to impart the touch of excellence to your work

VANITY INITIALS

COMPOSING ROOMS ARE SELDOM OVER EQUIPPED

GIVE YOUR COMPOSITORS PLENTY OF GOOD MATERIAL WITH WHICH TO WORK AND YOU WILL BE HIGHLY GRATIFIED WITH RESULTS

OLD ENGLISH BORDER AMERICAN BORDER

DEPENDABLE MERCHANDISING SERVICE

The MERCHANDISING SERVICE of the AMERICAN TYPE FOUNDERS COMPANY has the habit of following things through, which makes it indispensable to printers or publishers seeking best results. The best of everything for the printer includes the best of service

Conveniently Located Selling Houses and Selling Agents

AMERICAN TYPE FOUNDERS COMPANY

CHAUCER BORDER AMERICAN BORDER

VOCATIONAL CAMEO

This insert is printed on Albion Text Wove
Basis 25x38—80 lbs.
Made by AMERICAN WRITING PAPER CO., Holyoke, Mass.

Caslon No. 540 *and Italic*



THE CASLON FAMILY

AMERICAN printers during recent years have used many admirable type designs, but none of them seems likely to displace the Caslon Family's popularity. Printers and users of printing, influenced by the great natural law, abhor everything which tends toward monotony; and many excellent types, their novelty and freshness a thing of the past, have vanished into a harmless and inconsequent oblivion

THE Caslon Family, however, seems destined to be the one exception to the above rule. The stream of time, which wears away so many worthy type designs, passes over the superb Caslon style without diminishing either its beauty or its utility. "*Set it in Caslon*" is to-day the slogan of many printers whose customers require typographic beauty and freshness, and with a minimum expenditure of time

AMERICAN TYPE FOUNDERS COMPANY

OLD ENGLISH BORDER TORY ORNAMENT AND INITIALS

The Typographic Library was established in 1908



American Type Founders Company

JERSEY CITY, NEW JERSEY

AN INVITATION

is most cordially extended to printers and all other persons interested to visit the Typographic Library & Museum, which was established to perpetuate and honor the memories and achievements of all those who, in any period and in all countries, have advanced the typographic arts.

The Library contains more than twelve thousand volumes relating exclusively to printing and its allied arts and is open to visitors during business hours. The collecting and preserving of memorabilia of printing and of printers of all nations is a duty assumed by this Library.

LIBRARY HOURS

Week Days: 9.00 A.M. to 5.00 P.M.
Saturdays: 9.00 A.M. to 12.00 M.

TEXT BOOKS *of* PRINTING *in all* LANGUAGES

VANITY INITIALS ANTIQUE ORNAMENT

TYPOGRAPHIC LIBRARY & MUSEUM

300 COMMUNIPAW AVENUE
JERSEY CITY, N. J.
U. S. A.

VANITY INITIAL OLD ENGLISH BORDER

PRINCIPAL SECTIONS

Specimens of types used in all countries, from the invention of typography to the present time

Histories of printing and publishing

Biographies of famous printers

Books printed by famous printers of all periods in all countries

Books of historic interest to printers

Early printed books, newspapers and magazines

Books relating to engraving in wood, with examples of the famous engravers

Books relating to process engraving, with examples of the superseded processes

Portraits and autograph letters of famous printers and type founders

Busts and statues of celebrated typographers

Ancient appliances and apparatus of printing

Medals relating to typography

Curiosities of typography

Books relating to journalism, editors and journalists

Books relating to paper making

Specimens of commercial printing of all periods

Collection of trade papers relating to printing, American and foreign, from the earliest to the present time

Publications of printers' societies of all kinds

Textbooks of printing in all languages

American Type Founders Company

VANITY INITIALS MODERN DASH

Cast on Art Line

American Caslon

48 Point 4 A 7 a

HERB
Spright
Double

42 Point 4 A 8 a

MINER
Rejected
Soundful

36 Point 5 A 9 a

BREACH
Equestrian
Hyperbole

30 Point 6 A 11 a

INSECURE
Spanish boats
brought good
news for man

24 Point 8 A 14 a

REMARKS
Expect more
big buildings
near city line

18 Point 11 A 21 a

ENCOURAGE
Recently erected
homes sought by
cautious persons

14 Point 14 A 27 a

FINE EXHIBITS
Beautiful art display
containing excellent
sketches donated by
famous connoisseur

12 Point 17 A 32 a

PROSPECTING
Engineers sought guide for gigantic mining projects in unexplored forest

10 Point 22 A 44 a

PUBLIC MEETINGS
Several prominent men request much publicity shall be given articles of the highest importance

8 Point 24 A 47 a

TRIBUTE CONSIDERED
Printing, born at the dawn of the Renaissance, turned the darkness of the Middle Ages to light and helped mankind toward its promised destiny

6 Point 27 A 54 a

MAGNIFICENT SELECTION
Noted workers received honorary degrees from many universities in acknowledgment of earnest efforts for the cause of popular education and in the advancement of science

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ff fi fl ffi ffl ct st . , - ' : ; ! ?

Characters ff fi fl ffi ffl are furnished only with 6, 8, 10, 12, 14, 18 and 24 Point sizes. Kerned and unkerned characters, as shown, furnished with 30, 36, 42 and 48 Point sizes

12 Point 23 A 46 a

ENLIGHTENED
Hackneyed phrases and expressions are rarely permitted by leading newspapers

10 Point 30 A 58 a

REVIEW ELECTIONS
Several candidates speak at political meetings held under authority from the state campaign managers

8 Point 35 A 70 a

DESCRIBES MONUMENT
Patriotic societies and marine organizations participated in a pageant showing important doings in recent naval history and colonial settlement period

6 Point 38 A 75 a

MAGNIFICENT PROMENADES
Leading municipal engineer planning improvements for progressive seaport which will revolutionize conditions in that city. Changes to be made in both transportation and marketing systems

24 Point 10 A 18 a

KINGDOMS
Carpet display awarded prize at State exhibit

18 Point 14 A 29 a

DISTINGUISH
Suburban festival greatly enjoyed by seashore residents

14 Point 19 A 38 a

HEROIC LEGION
Nine sportsmen leave town for the watering places and mountains of the eastern country

48 Point 5 A 10 a

BINDS
Eclipsed
Healthy

42 Point 6 A 12 a

NOTICE
Sycophant
Reflexible

36 Point 6 A 12 a

DEIFORM
Interpolated
Magnificent

30 Point 8 A 14 a

FURLOUGH
Uniform gauge plans settled by railroad action

Characters in Complete Font

A A B B C C D D E E
F G G H I J K L L M
M N N O P P Q R R
S T U V V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v v w w
x y z ff fi fl ffi ffl Qu ct st
. , - ' ' : ; ! ?

Presenting American Caslon and *American Caslon Italic*, a combination that will insure

Effective Composition

ADVERTISING JOB WORK

better type
better paper
better printing
better prices

AMERICAN Caslon and *American Caslon Italic* are recent additions to the admirable Caslon Family of type faces made by the American Type Founders Company, and will prove to be ad w those nice wo vention impress present

OLD ENGLISH BORDER
AMERICAN BORDER

JAQUISH ORNAMENT
MODERN BRACKET

American Type is the Best in Any Case

American Cut-Cost Equipments Increase Profits

MODERN DASH

Judge us by the QUALITY and VERSATILITY of our Thought

Everything else in Advertising largely depends on the technical skill of printers

We will gladly explain our tested method without any obligation

GROSE & COMPANY
Advertising Service
DARTFORD, MICHIGAN

BROCHURE BORDER

MODERN BRACKETS

DURING JUNE, JULY & AUGUST

We CLOSE *on Saturdays* AT NOON

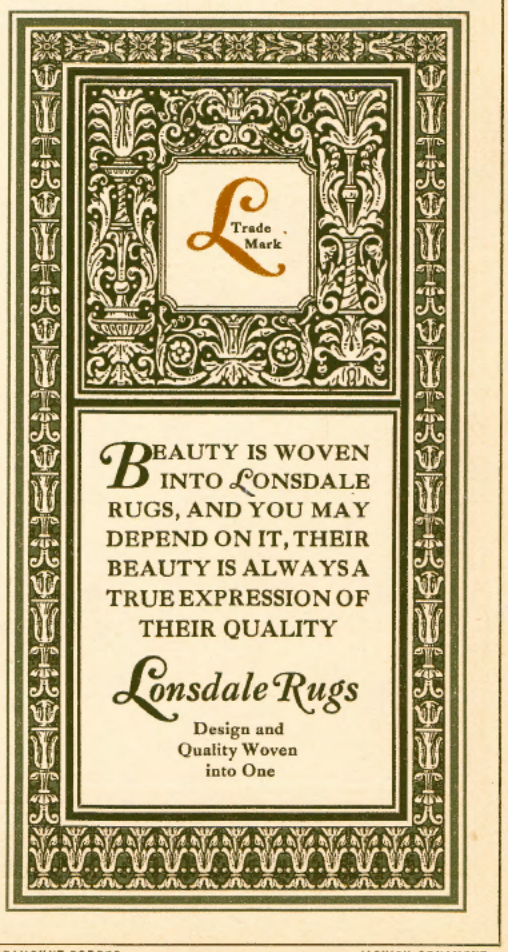
PARAMOUNT BORDER JAQUISH ORNAMENTS

Type

GOOD judgment used in the arrangement of types is one of the best aids to selling by use of the printed word. The compositor should not only be dexterous or concerned with typographic forms for the sake of beauty, but must know how to compose a job that not only looks well but gives to the whole product a new impetus, a kind of final thrust, if it is to be effective in giving to printed advertising matter its full power

Northern Press
Palisade, Minnesota

PARAGRAPH TERMINAL



PARAMOUNT BORDER JAQUISH ORNAMENT

CASLON TYPES CREATE AN ATMOSPHERE OF QUALITY

JUST as the beauty of a military parade consists not in the vast numbers but in the symmetry of formation, so it is with the presentation of facts through proper typographic arrangement. It is through the medium of type that our thoughts are imparted to others, the picture presented to the eye creating a lasting or a fleeting impression accordingly as it is presented vividly or indistinctly. A jumble of badly arranged matter means little to the eye, and seldom secures more than a cursory glance. So, the type that does more than its share of the work is kept busy. Here is where the Caslons excel; it is difficult to arrange a piece of printing in these types that does not contain at least the elements of beauty. Used intelligently, the Caslons will bridge the interval that separates the commonplace from the best

SPARTAN BORDER ROSA BORDER

ADVERTISING *is the* SUNLIGHT *of* BUSINESS

To all that is healthy and vital in business, it means increased strength and growth; but advertising is a fierce heat which withers and consumes that which is unsound ❦ ❦ ❦ ❦ ❦ A business which is not a good business should not be advertised. A business which would not benefit from widespread appreciation of its ideals had better acquire a new set of ideals

THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

AN EFFECTIVE PAGE SET IN AMERICAN CASLON AND ITALIC. THE SPARTAN BORDER ENCLOSING THE TYPE MATTER HELPS TO GIVE IT AN INTERESTING ASPECT

SPARTAN BORDER ROSA BORDER

Modern Typographical Design

The American Type Founders Company particularly desires to call the attention of printers to the American Caslon series, a type style of distinctive merit. This beautiful face is especially adapted for use on work which requires strong, clean-cut type

GOOD typography is the selection of type faces which are feelingly expressive of both caption and copy; the choice of borders in which lurk a seemly motive and a silent meaning; ornaments, if necessary, which fit the theme just as felicitously as a scrolled scabbard fits its bright blade; and the intelligent distribution of white space

AMERICAN TYPE FOUNDERS COMPANY

JAQUISH BRASS RULE ORNAMENTS MODERN BRACKETS

J. B. MEAD COMPANY

Pioneers in the Development of

EQUIPMENT AND ACCESSORIES **Radio** LATEST OUTFITS INSTALLED

Demonstrations and Instruction Given

Bradhurst Building · Amsterdam Avenue

New York

PRINTERS who keep pace with the advance in typographic design are assured of increased prosperity. This catalogue will be found a mine of information for progressive printers

This insert is printed on INDIA ALBION TEXT WOVE. Basis 25x38—80 lbs.
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.

A Proclamation

ISSUED BY THE DESCENDANTS OF THE
AMERICAN PATRIOTS TO THOSE WISHING TO OBSERVE
INDEPENDENCE DAY PROPERLY

KNOW ALL MEN, *That* WE DEPLORE *the decadence of the good, old-fashioned celebration of the Fourth of July, with its reading of the Declaration of Independence; its patriotic music and inspiring addresses, animated with the true spirit of the day; American, just as they should be, in every single syllable, but having a new trend in celebrating thi wherever men duties, and the citizenship for by devotion an*

THERE are but two kinds of people in this world

THOSE WHO STRIVE
FOR WHAT THEY CAN GET
OUT OF IT
AND THOSE WHO
ALWAYS STRIVE TO LEAVE
SOMETHING IN IT

THE LATTER HAVE
THE BETTER CHANCE FOR
SUCCESS

JAQUISH ORNAMENT VOCATIONAL ORNAMENT VANITY INITIAL

BROCHURE BORDER VANITY INITIAL

American Type Designs

because of their exceptional merit, are invariably the choice of the country's foremost printers

Caslon Lightface

72 Point 3 A 4 a

Hob

60 Point 3 A 4 a

Exist

48 Point 3 A 5 a

Dingle

42 Point 3 A 7 a

Beyond

36 Point 3 A 7 a

FIGURE
Chaplain

30 Point 5 A 9 a

EGOTISM
Rectangles

24 Point 6 A 11 a

HUMORING
Directs Game

18 Point 9 A 20 a

DECORUM
Huge crowd
obeyed rules

14 Point 12 A 24 a

NUMBERING
Urge author to
clearly explain
his recent book

12 Point 16 A 32 a

BRIGHT PUPILS
Eminent professor
pays liberal tribute
to industrious boy

10 Point 18 A 35 a

MORE EXPORTS
Progressive banker urged merchants to increase sales force

8 Point 22 A 42 a

COSTUME ADMIRED
Many original creations received much praise at annual masquerade ball

6 Point 23 A 46 a

REACH HIGH ALTITUDE
Daring aviator and mechanic thrill interested spectators by performing dangerous stunts

5 Point 22 A 43 a

UNIQUE DESIGNS BEING USED
Experienced merchants show great personal appreciation of beauty and rare charm of fine antique furniture

9 and 54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q
r s t u v w x y z
ct st . , - ’ : ; ! ?

Two-thirds Set $1234567890 Figures

Both en set and two-thirds set figures are made up to and including 14 Point; above 14 Point the wide figures only are made and each size is made uniform set. Up to 14 Point inclusive, regular job and weight fonts contain en set figures only; above 14 Point, fonts contain the wide uniform set figures. Both kinds are furnished separately in 5-pound fonts

Caslon Lightface Italic

10 Point 17 A 36 a

MODERN TRUTH
Ideals of man may always be in dispute but the wages of sin are set at a standard

8 Point 22 A 44 a

MUCH BENEFIT LOST
There are a million useful ideas within the minds of worthy citizens which will never be known because of lack of promotion capital with invention protection

6 Point 25 A 52 a

ENSURING GOOD SPIRITS
A friend in need may be useful at times but often may have method in his acts of kindness. The man who will lie and tell you that you are looking fine when you are low in health and spirit is a real friend

18 Point 9 A 18 a

PROGRAM
Dancing and variety show

14 Point 12 A 24 a

EUROPEANS
Several visitors leaving this port for oriental trip

12 Point 15 A 33 a

DISARMAMENT
Misty subjects much discussed by men of political aspirations

48 Point 3 A 6 a

MINE
Height

42 Point 3 A 7 a

ROSES
Nymph

36 Point 3 A 7 a

URBAN
Spectacle

30 Point 5 A 9 a

FURNISH
Generation with plenty

24 Point 5 A 11 a

DISPERSER
Consequently makes friends

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v v w w x y z
. , - ' : ; ! ?

Caslon Lightface Condensed

72 Point 3 A 4 a

Bulk

60 Point 3 A 4 a

Right

48 Point 3 A 5 a

NICHE

Spatula

42 Point 4 A 7 a

HOUND

Equalize

36 Point 4 A 7 a

KINETIC

Migration

30 Point 5 A 11 a

PROBLEMS

Best Market

24 Point 7 A 13 a

MOISTURE

Boy brought urgent news

18 Point 11 A 22 a

SENDS CHECK

Generous judge makes donation

14 Point 16 A 32 a

MOVES BUILDING

Local official started elaborate project for better power service

12 Point 20 A 40 a

RECEIVED NOTICE

Energetic club official sent announcement of coming minstrel show

10 Point 22 A 42 a

NEWEST INVENTION

Clever mechanics design powerful motorboat and are awarded gold trophy

8 Point 26 A 50 a

BRINGS ENOUGH SAMPLES

Distinguished professors return with extraordinary collection of antiques of great scientific value

6 Point 28 A 58 a

FIRST PERFORMANCE ENJOYED

Prominent theatrical producer shows earnest enthusiasm over popularity of amateur comedy and expresses desire to make extensive tour with company

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ' : ; ! ?

Caslon Lightface Condensed

Let us help you in
the selection of furnishings
for your home



Everything to make
the bathroom cheerful and
comfortable

WE have a very complete line of Fixtures for your Bathroom; original and clever ideas in Medicine Closets, Looking Glasses, Towel Racks, Clocks, and numerous other useful articles that help to beautify the home

JAMES G. HARDING CO.

Monmouth Street at Straight Avenue, Duluth, Michigan

ROTERS ILLUSTRATOR VANITY INITIAL

REMOVAL NOTICE

We beg to announce the removal of our offices to more convenient quarters in the Monroe Building, 352 Germania Avenue, Stamford, New Hampshire, on August 25th

MINTER & JENKINS

Incorporated

INSURANCE

Insurance Placed with
Absolutely Reliable
Companies Only

AUTOMOBILE AND ACCIDENT INSURANCE A SPECIALTY

OLD ENGLISH BORDER VANITY INITIAL

Caslon Bold

96 Point 3 A 4 a

Irk

84 Point 3 A 4 a

Sail

72 Point 3 A 4 a

Belt

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
ct st . , - ' : ; ! ?

Two-third Set 1234567890

En Set 1234567890

Both en set and two-third set figures are made up to and including 12 Point; above 12 Point the wide figures only are made and each size is made uniform set. Up to 12 Point inclusive, regular job and weight fonts contain en set figures only; above 12 Point, all fonts contain the wide uniform set figures. Both kinds furnished separately in five-pound fonts.

9 and 54 Point carried in stock only at Foundry

60 Point 3 A 4 a

Maid

48 Point 3 A 5 a

North

42 Point 3 A 6 a

Knight

36 Point 3 A 6 a

Election

30 Point 4 A 9 a

GRIPS
Fragile

24 Point 5 A 11 a

DESIRE
Royalist

18 Point 8 A 17 a

INSURED
Perplexing

14 Point 12 A 23 a

QUESTIONS
Magnificence

12 Point 16 A 30 a

FINE SERMON
Energetic pastor much stimulated

10 Point 16 A 32 a

HISTORIC SHIPS
Our representative prevented disposal

8 Point 19 A 38 a

SHREWD MANAGER
Northeastern merchant particular disciplinarian

6 Point 22 A 43 a

EASTERN RAIL SERVICE
Improvements contemplated assure nice accommodations

5 Point 21 A 40 a

GRACEFUL DESERT GARDENS
Royal caravans reached wonderful oasis before their meagre supplies and water were entirely exhausted

Caslon Bold Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v v w w x
y z rs . , - ' : ; ! ?

The following characters are furnished with all fonts from 5 Point to 24 Point inclusive

ff fi fl ffi ffl

9 and 54 Point carried in stock only at Foundry

10 Point 16 A 30 a

ECONOMIZING
Production outlay honestly curtailed before organizing

8 Point 18 A 36 a

CHOICE ORCHARD
Northwestern farmers predict enormous crop from monthly spraying

6 Point 21 A 40 a

MINIMIZE RESOURCES
Several housewives making organized plans to conserve by forming purchasing guild among chary acquaintances

5 Point 19 A 38 a

INTERIOR EFFECTS PLEASE
Bringing indoors a suggestion of gay formal gardens and sparkling water by sympathetic treatment of the innumerable colors assembled

18 Point 8 A 14 a

MASTER
Noted and thoughtful

14 Point 12 A 20 a

DECORATE
Gardener has special flower at convention

12 Point 15 A 28 a

ENTHUSIASM
Quiet performer modestly roused loftier sentiment

60 Point 3 A 4 a

Rink

48 Point 3 A 5 a

ICED
Styles

42 Point 3 A 5 a

MINE
Dorsal

36 Point 3 A 5 a

BRINK
Helping

30 Point 4 A 8 a

UPHOLD
Labyrinth

24 Point 5 A 9 a

NOMINAL
Regulations

Caslon Bold



JUST A LITTLE
REMINDER
THAT
I AM NOW
OPENING
A NEW SHOP
ON THE
BOULEVARD

LOUISA

ROTERS ILLUSTRATOR

Steel

TRAPS

designed and made by the Hays-Moran Steel and Iron Corporation are not only effective, but merciful. Animals trapped in the strong steel jaws, feel no pain because of a patented mechanical device. It will be on exhibition at our store this week

SPORT SHOP

THE
DIRECTIONS

TO obtain the most satisfaction with the Eagle Polishing Oil, you must be careful to prepare the wood surface that is to be polished by rubbing it thoroughly with a lintless rag. After all moisture is entirely eliminated, apply by brush, giving it one complete coat first, and allowing the oil to dry, then rubbing with a woolen cloth until a gloss appears

EAGLE
POLISHING
OIL

JAQUISH BRASS RULE ORNAMENT

Each Minute

1450 Revolutions

HOW do you think you would feel in a whirlwind ride at this rate? Yet you gain all the benefits of such speed without losing any comfort or suffering any ill effects during a trip in the new eight-passenger airplane

AERONAUTS

Caslon Bold *and Caslon Bold Italic*

IT IS ESSENTIAL

that the advertisement be easy to read; but the typography must have a striking force instantly recognizable by readers as a guarantee of value

DENBY & MORSE
TYPOGRAPHY FOR ADVERTISERS
321 Morton County Boulevard
NEW BAY CITY

JAQUISH ORNAMENTS

TYPE TALKS

Type foundry type, set by hand, will tell the story more beautifully than it may be told by any other method. The most discerning advertisers insist that their appeals be made with foundry-cast type

AMERICAN TYPE FOUNDERS COMPANY

JAQUISH BRASS RULE ORNAMENTS

Recut Caslon

84 Point 3 A 4 a

Safe

72 Point 3 A 4 a

King

60 Point 3 A 4 a

Brick

48 Point 4 A 6 a

Mystic

42 Point 4 A 7 a

PRICE
Bargain

36 Point 4 A 8 a

FINISH
Notables

30 Point 5 A 10 a

UNITE
Identical

24 Point 6 A 13 a

BROKER
Captivated

18 Point 10 A 18 a

MARITIME
Sailors report calm weather

14 Point 13 A 27 a

EXPERIENCE
Journeymen give entire satisfaction

12 Point 15 A 32 a

PRAISE SINGER
Delightful program pleases young folks who attend concert

10 Point 18 A 36 a

SENSIBLE ADVICE
College graduates hear final address regarding social and business life

8 Point 21 A 42 a

BUSINESS IMPROVING
Directors approve statement which shows stockholders the excellent financial condition now prevailing in local banks

6 Point 23 A 47 a

FINE HABITS CONTAGIOUS
Example has more followers than reason, and folks generally imitate what pleases them most. Habits of thought and action very often carry with them an incalculable influence

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

The following characters are furnished with all fonts from 6 Point to 18 Point inclusive

ff fi fl ffi ffl

SMALL CAPS from 6 to 18 Point are put up in separate fonts and furnished only when specially ordered

Recut Caslon Italic

10 Point 15 A 43 a

ENTERS HARBOR
Gigantic new steamship receives cordial welcome after completing maiden voyage very successfully and making speed record

8 Point 16 A 50 a

CHARMING PROGRAM
Nothing in modern music ever quite attains the natural grace in rhythm and melody found in the passionate love songs of the Latin races, now enriched and refined by centuries of romance and an inborn musical passion

6 Point 18 A 53 a

DELIGHTFUL MOUNTAIN
July vacations spent camping close to nature's heart will rejuvenate a sluggish mind and body. Come and feast your eyes on snow-clad peaks hanging in the sky and reflected in the crystal depths of sublime alpine lakes; admire the silver waterfalls and inhale the delightful pine odor

18 Point 8 A 21 a

SUBJECTS
Refreshments were provided during march

14 Point 11 A 30 a

PROSPERING
Industrial centers can optimistically anticipate colossal business activities

12 Point 13 A 36 a

NIGHTINGALES
A nocturnal songster whose florid whistling enhances the mystical twilight enchantment

48 Point 4 A 6 a

NICE Bridge

36 Point 4 A 9 a

MODES Highland sheepdogs

30 Point 4 A 12 a

DRENCH Imperialists believe radio use essential

24 Point 5 A 15 a

EMERGED Kindly person bequeaths bird study grounds

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z . , - ' : ; ! ?

The following characters are furnished with all fonts from 6 Point to 18 Point inclusive

ff fi fl ffi ffl

GENERAL approval quite often follows artistic leadership. The proof of this fact is the brilliant welcome that the PHONOLA has been given. It stands alone, the faultless phonograph. The great artists who produce records for the PHONOLA praise its beauty

The

Phonola

In the charming period styles and other popular models



John Borin Compar

1465 Kensington Boulevard

Los Angeles

TWENTIETH CENTURY ORNAMENT

Gardens

By EDGAR SELDON

THE pages that follow are mostly a condensed record for flower time, just a little garden wisdom which may help those people who give love-labor to green things growing, whose garden of pretty flowers is ever the heart's desire

Beyton Public Library

RHETORIC

AND

POETRY

An Instructive Series of Debates and Lectures conducted in the Interest of and for the Betterment of Speech

WINTER
COURSE

Under the direction of

The Beta Gamma Society

of EVERET COLLEGE

Two very
useful members
of the distinguished
Caslon Family



SUCCESS

consists not so much in

sitting up nights

AS BEING AWAKE

IN THE DAYTIME

Recut Caslon & *Italic*



The CASLON Family

Recut Ca

Thirty-second Revised Edition

The STUDY *of* MODERN COLOR PRINTING

Compiled by
FRANK J. MORLEY

Illustrated with colored charts showing various effects and combinations

Published by
PIGMENT & BRONZE
PITTSBURGH, MASS.

BROCHURE BORDER

JAMES H. SMYTH

His Book

No._____

N E W · H A V E N

BROCHURE BORDER



AMERICAN PR
clean-cut, vigor
since printing be
than the ability to do t
limited class is the unq
American typography
been the principal fact
for the printer's produc
printing style proceeds
American typography
its present rank if the A
COMPANY had not furn
creating dominating t
is our chief advertisem
printer's customer to bu
many other printers to

ANTIQUE ORNAMENT BROCHURE BORDER

The CASLON
the t



ING is unrivaled for its
style. The best printing
is done here; but better
exceptionally good for a
tioned *higher average* of
nprovement in style has
n *increasing* the demand
nd no one will deny that
inly from the types used.
uld never have reached
RICAN TYPE FOUNDERS
ed the basic element by
designs. Creative effort
A type which impels a
ıore printing also impels
that style to their outfits

VANITY INITIAL JAQUISH ORNAMENTAL BRACKETS

mily stands
f time

INTRODUCTORY

COLOR PRINTING: There are very few printers who do not occasionally turn out a piece of work that is not pleasing, simply because they have used a color of ink that is not in harmony with the tint of the paper. Every such job is a bad advertisement for the printer, just as certainly as an artistic piece of work is a good advertisement. Very often a printer can readily see that the effect is not pleasing, but he knows full well if much time is spent in experimenting the job will prove unprofitable, and so he lets it go. The sole purpose of this little book is to overcome this difficulty by enabling the printer to obtain pleasing results without the waste of time.

In planning this little book, the author first selected the different tints of paper, and then made a selection of the twelve original colors shown on page 6. From these twelve original colors were produced the twenty-four mixed colors shown on page 7. In each case the proportions of the colors used in the mixture are given below the color shown. In the selection of papers and inks the author was governed solely by a desire to obtain a variety of colors which would prove to be the most valuable

CHAPTER XVII

BROCHURE BORDER

SINCE its introduction, human nature has made great headway, and society experienced great changes; and in this advanced condition of the universe Christianity, instead of losing its application and importance, is found to be more and more congenial and adapted to man's nature and wants. Men have outgrown the other institutions of that period when Christianity first appeared, its philosophy and its policy, its modes of warfare, its private and its public economy; but Christianity has never shrunk

CASLON SWASH CHARACTERS

AMERICAN
TYPE FOUNDERS COMPANY'S

Typographic Library and Museum

was established
to perpetuate and honor
the memory
and achievements of
all those
who in any period and in
all countries have
advanced the
typographic arts

It is open to visitors during
business hours

MODERN FLOURISHES AND DASHES VANITY INITIALS

That is Beautiful Isn't it?

MANY times you have heard this remark from some individual as he gazed upon an unusual job of printing composed in some member of the Caslon Family of Types. It is a fundamental part of the human make-up to appreciate beauty

There is Beauty in the Caslons

THE BEAUTY OF
PURE DESIGN WILL ALWAYS
DEMAND UNQUALIFIED
RESPECT

AMERICAN BORDER

Interwoven Covers

ARTISTIC EFFECTS are easy to get with practical Interwoven Covers, because of their rich-toned colors and their clear printing qualities. For taking solid tints and clean impression these covers are in a class by themselves.

SIZES AND WEIGHTS:
Single thick 20x26—50 and 65
Single thick 23x33—73 and 95
Double thick 20x26—130
Double thick 23x33—190

FOUR FINISHES:
Antique, Crash, Ripple and Plate

EIGHT SHADES

This insert is printed on INTERWOVEN COVER, India tint. Made by the CHEMICAL PAPER MANUFACTURING CO., Holyoke, Mass.

AMERICAN

THIS NAME ALWAYS STANDS FOR THE FINEST IN PRINTING CRAFTMANSHIP. IT UPHOLDS ALL THE TRADITIONS OF THE PAST AND HELPS SOLVE THE PROBLEMS OF THE PRESENT

American Type Founders Company

TYPE STYLES

Mother Love

A MOTHER'S love is indeed the golden link binding youth to age; and he is still but a child, however time may have furrowed his cheek, or silvered his brow, who can happily recall, with a softened heart, the fond devotion or the kind and gentle chidings of the best friend God ever gives us

SELECTED

Art *is Crowned*



at the great Exhibition of paintings by student members in the Society of Free Arts



Week of April eighth. Ticket Three Dollars

CLOISTER ORNAMENTS

Heavy Caslon

84 Point 3 A 4 a

Bud

72 Point 3 A 4 a

Mail

60 Point 3 A 4 a

High

48 Point 3 A 5 a

Eaglet

42 Point 3 A 6 a

DONE

Regard

36 Point 4 A 6 a

BENCH

Intimate

30 Point 5 A 9 a

HUGE

Bridges

24 Point 6 A 10 a

RESIGN

Ensuring

18 Point 8 A 16 a

DETOURS

Progressive

14 Point 12 A 23 a

INSURANCE

Large concern insuring clerks

12 Point 14 A 29 a

ORGAN MUSIC

Selected overture loudly applauded by musical critics

10 Point 16 A 32 a

MODERN STORE

Latest improvement delighted ambitious grocery store clerks

8 Point 19 A 38 a

BANGOR SPORTSMEN

Endorse legislative action for restraining hunting of young moose and caribou

6 Point 20 A 40 a

UNIQUE MOTOR CRUISE

Ninety foot motor boat sailed on trip around globe. Several newspaper reporters to write articles on the journey which are to be forwarded monthly

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f f g h

i j k l m n o p q

r s t u v w x y z

. , - ’ : ; ! ?

The following characters are furnished with all fonts from 6 Point to 18 Point inclusive

ff fi fl ffi ffl

Some New Excursions

MANY new excursions to famous mountain resorts and popular beaches are planned for the coming season by this railroad. Inquiries regarding these special trips should be sent to our passenger agent, Ralph Myles

BUCKEYE RIVER RAILROAD

The Cleanest Railroad in the State

Quality

COSMETICS

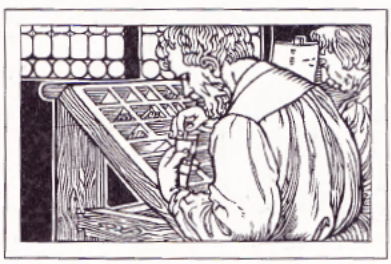
NO products are better known today in their field. Famous for the superior quality and soothing action on the skin, their fame is the more deserved, since it is nature we follow in making every one of our face creams

GET A TRIAL TUBE OF

JOHNSON'S COSMETICS

Thousands Use The
Why Not You

?



PAPER USERS

who are particular about all their stationery and printed matter should specify Hotel Bond on their next printing order. Any good printer can advise you of its proper use

PRINTERS

will find much of interest in a handsome booklet that we especially prepared for benefit. It shows every f our high-grade papers

RHUDE
PAPERS

TABLES
FOR
LADIES

CLOISTER ORNAMENT

ART ORNAMENT

Caslon Bold Condensed

120 Point 3 A 4 a

Belt

96 Point 3 A 4 a

Mash

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
ct st . , - ' : ; ! ?

54 Point carried in stock only at Foundry

84 Point 3 A 4 a

Hub

72 Point 3 A 4 a

Slick

60 Point 3 A 4 a

Boast

48 Point 3 A 6 a

Neutral

42 Point 4 A 7 a

Ductile

36 Point 4 A 7 a

HOMES
Existing

30 Point 6 A 10 a

BRANCH
Majestical

24 Point 7 A 15 a

KEROSENE
Useful Brush

18 Point 12 A 23 a

MAGNITUDE
Historic Chest

14 Point 15 A 30 a

NEIGHBORING
Perfect Harmony

12 Point 19 A 38 a

BANK DIRECTORS
Reluctant Depositor

10 Point 21 A 43 a

NEW METHODS USED
Publicity agent securing certain profitable results

8 Point 24 A 48 a

GEOGRAPHIC MAGAZINES
Distinguished explorers write mighty interesting description

6 Point 26 A 52 a

OBTAINED HANDSOME PICTURE
Fearless photographer displays great acrobatic skill in securing numerous views from position on high building

Extra Condensed Caslon

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

14 Point 21 A 40 a

CLEVER MUSICIANS
Fashionable audience enjoys chamber music

12 Point 25 A 50 a

ECONOMICS DISCUSSED
Busy university professor extemporaneously appeals for international harmony

10 Point 27 A 54 a

SUPERFINE FURNISHINGS
Millionaire bridegroom plans elaborate honeymoon cruise to semi-tropical wonderland

8 Point 34 A 65 a

NORTHERN MOUNTAIN FORESTER
Intrepid alpine climbers scale peaks generally considered unconquerable and complete meteorological survey

6 Point 35 A 70 a

FEATURING HIPPODROME ORCHESTRA
Atlantic seashore resort engages renowned metropolitan organization for entire season and announces pretentious musical festival

30 Point 7 A 14 a

NORTHERN
Unique ships leave harbor

24 Point 9 A 18 a

INSPIRATION
Russian dancer won reputation almost unaided

18 Point 14 A 28 a

DECEMBER TOUR
Prominent scientist visiting expositions frequently honored

72 Point 3 A 6 a

KINDS
Siphon

60 Point 4 A 7 a

DUNCE
Myriad

48 Point 5 A 9 a

HUNTED
Exquisite

36 Point 6 A 10 a

BROUGHAM
Nuptial party dine together

New Caslon

84 Point 3 A 4 a

Bail

72 Point 3 A 4 a

Sent

60 Point 3 A 4 a

Idyls

48 Point 3 A 6 a

Match

42 Point 4 A 6 a

HERB

Regard

36 Point 4 A 7 a

NURSE

Qualifies

30 Point 5 A 9 a

DRUM

Identify

24 Point 5 A 12 a

ROUND

Magnetic

18 Point 8 A 17 a

BURDENS

Depreciated

14 Point 12 A 24 a

HISTRIONIC

Exemplification

12 Point 15 A 30 a

PICTURESQUE

Beautiful waterfall pleased sojourners

10 Point 17 A 34 a

HUGE BUILDING

Springfield real estate brokers transact deals

8 Point 21 A 42 a

REVIEWED REGIMENT

French military commander inspecting northern garrison

6 Point 23 A 47 a

SPECIAL MOTION PICTURE

Leading Cleveland cinema theatres show brilliant collegiate production

5 Point 21 A 42 a

ORGANIZING MUSICAL SOCIETY

Prominent saxophone and clarinet soloist renders selection. Enthusiastic directors furnishing incentive for youthful violinist

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1
2 3 4 5 6 7 8 9 0
a b c d e f f g h i
j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

The following characters are furnished with all fonts from 5 Point to 18 Point inclusive

ff fi fl ffi ffl

FRACTIONS AND AUXILIARIES ARE MADE FOR NEW CASLON

New Caslon Italic

8 Point 17 A 51 a

SLUMBERING HAMLETS
Eventually time mellowed and increased beauty of countryside where courageous pioneers had maintained their modest homes notwithstanding dire privation

6 Point 20 A 60 a

BEAUTIFUL DESERT GARDENS
Beneath the scorching desert sky grow many distinctively characteristic and unusual species of profusely blooming cacti that display marvelous adaption to environment and interest botanists because of their peculiar bristled and barbed construction and gay blossoms

5 Point 17 A 52 a

UNOBTRUSIVE HOME FURNISHINGS
Craftsman furniture and home furnishings are suggestive of forest and woodland atmosphere and restful greens and woodsy browns became deservedly popular. Probably the reason some houses have been too elaborately ornamented is because variety and color are unconsciously sought and ultimately quickens the color spirit

14 Point 11 A 30 a

MONOTONES
Sepia landscapes invariably create sound impression

12 Point 13 A 38 a

CONSTRUCTION
Officials will appoint special committees to furnish new building and arrange opening

10 Point 15 A 44 a

QUAINT CUSTOMS
Navajo Indians display unexpected cleverness in building houses weirdly symbolizing their myths

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

48 Point 3 A 6 a

FINE Bridge

42 Point 4 A 7 a

HOLD Elegant

36 Point 4 A 9 a

MIRTH Prepared

30 Point 4 A 11 a

FORMED Many Ride

24 Point 5 A 14 a

DOMESTIC Elysian Plays

18 Point 8 A 22 a

NOURISHING Rapid Motorboat

Mountains Are Moved

and little thought is given to it in these times of scientific achievement. Yet there remains practically untouched a great realm of research overflowing with untold wonders for the scientist and experimenter of coming generations

Those interested in this subject should write to

OREGON INSTITUTE OF SCIENCE

OVOLO BORDER

Save

Consistently

FOUR REASONS

1 No matter what you make today, and how healthy you are, there is no way of telling what urgent need may arise *Save!*

2 Let your savings earn for you. A dollar is a very efficient worker if rightly used and many provide independence *Save!*

3 A knowledge that you are thrifty and prudent insures employment and enables you to face senility without alarm *Save!*

4 The basis on which the world gets ahead and betters its condition in manifold ways is aptly expressed in one word *Save!*

We offer every facility expected of a banking and savings institution

SECURITY
TRUST COMPANY
NORTHAMPTON

Bedding

UNCOMFORTABLE or unreliable bedding often means a restless night. When it is considered that most of us spend about fifty hours in bed each week—or should do so if good health is desired—it does not require much reasoning to show the importance of having proper bedding. Our Eidersilk Mattresses will ensure restful slumber; the variety of covers available makes selection easy

Eidersilk

MATTRESSES

JOHN HUBER
State Distributor
NEWPORT, MISSOURI

JAQUISH BRASS RULE ORNAMENTS

Best Route *for* Scenery

Through trains
with every modern
convenience



Descriptive Folders and Further Information are obtainable at most ticket agencies

IDAHO & COAST

John Horton, General Passenger Agent

General Office: 22 Orchard Street

COEUR D'ALENE

VERSATILE ORNAMENT

PORTRAITS

BECAUSE many people fail to secure pictorial records of their youngsters they invariably are sorry in later years. No portrait is so completely satisfying as one made by a professional photographer. Nowadays successful portraits can be made in your home just as easily as in a studio and we are specialists in this work

Handsomely Illustrated
Brochure with prices is
mailed free if requested

EUGENE MOORE

SPECIALIST IN REALISTIC PORTRAITURE

CENTURY STUDIO, RIDGEFIELD

Complete Satisfaction Assured

DELLA ROBBIA BORDER

Successful Advertising

HUNDREDS of large national advertisers realize that the buying public must be induced to covet their products. It is apparent that neither curiosity, indifference or amazement will do this. Appreciation of the true merit of the wares is absolutely imperative

We Will Be Pleased to Analyze Your Problems

Edgar Northrup Advertising Corporation

Commonwealth Building, Broad Street, Worcester

CASLON SWASH CHARACTER

Caslon Adbold

PATENTED SEPT. 11, 1917

72 Point 3 A 4 a

Split

60 Point 3 A 5 a

Hoist

48 Point 3 A 6 a

BIRDS
Debate

42 Point 4 A 5 a

MINCE
Refresh

36 Point 4 A 7 a

INSPIRE
Bisection

30 Point 5 A 10 a

KINGDOM
Radiograph

24 Point 6 A 12 a

BENDER
Construct
Multiplier

18 Point 10 A 20 a

HUSBANDS
Children ran
several miles

14 Point 13 A 27 a

RENDEZVOUS
Noted exhibitor
expected larger
weekly receipts

12 Point 16 A 33 a

GUARDS RING
Jeweler prepares
smart exposition
in local academy

10 Point 18 A 37 a

MAJOR SAILING
Distinguished band
played national airs
as patriots cheered

8 Point 22 A 44 a

HONOR FOR PRODIGY
French violinist rendered
difficult selection during
intermission in playhouse

6 Point 24 A 48 a

PERFORMER DELIGHTED
Moving picture actor appears
in successful drama. Applause
brought forth the leading star

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r s
t u v w x y z ct st
. , - ’ : ; ! ?

Caslon Adbold Extended

PATENTED MARCH 2, 1915

12 Point 13 A 26 a

RECOGNIZE
Name speaker for opening of lecture course

10 Point 15 A 30 a

CHIMES RING
Noted diplomat expresses much joy at reception

8 Point 18 A 34 a

EXPERT HUNTER
Relates exciting tale of laborious journey through desert lands

6 Point 20 A 40 a

MUSICIAN HONORED
Famous pianist modestly makes acknowledgment of great honor given him

24 Point 5 A 8 a

MINUS
Quench
Brigade

18 Point 8 A 14 a

EXTEND
Ingenious
clerk won

14 Point 10 A 21 a

SHOULDER
Give acrobat valuable dish for first prize

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v w x y z ct st
. , - ’ : ; ! ?

72 Point 3 A 4 a

Ink

60 Point 3 A 4 a

Sect

48 Point 3 A 4 a

NOD
Rival

42 Point 3 A 5 a

HUBS
Depth

36 Point 3 A 5 a

PRIDE
System

30 Point 4 A 6 a

MUNCH
Balanced

Caslon Adbold Extra Condensed

72 Point 3 A 4 a

Splash

60 Point 3 A 5 a

Neglect

48 Point 5 A 8 a

REQUIRE

Disturbed

42 Point 5 A 10 a

EMBARGO

Mysterious

36 Point 5 A 10 a

HOUSEMAID

Sample Rack

30 Point 8 A 14 a

FIND HUNTERS

Defective Model

24 Point 10 A 18 a

MAKE SAMPLE

Handsome clerk desires vacation

18 Point 15 A 30 a

NUMBERING FORM

Directing merchants who employed guide sought inland village

14 Point 19 A 38 a

REMARKABLE HORSES

Clever equestrian giving numerous performances before starting for home

12 Point 25 A 50 a

PLEASING HANDIWORK

Recently completed scenic routes through mountains affording unusual pleasure

10 Point 27 A 54 a

HOLD CANINE EXHIBITION

Many distinguished fanciers of both sexes displaying unusual enthusiasm over kennel show

8 Point 32 A 65 a

MARKET REPORTS ENCOURAGING

Several business publications famed as practical informants express great hope for better commercial facilities

6 Point 36 A 73 a

FAVORED COMPREHENSIVE EDUCATION

Industry is mostly the foundation of every kind of education whether it means people with great riches or those most humble, for thereby lies the pathway to true happiness

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w

x y z ct st . , - ' : ; ! ?

Caslon Bold Extended

12 Point 12 A 24 a

NEPHEWS
Grandparent
invented five
useful things

10 Point 14 A 28 a

RESTORING
Splendid hotels
where summer
pleasures reign

8 Point 16 A 32 a

EXHIBIT WEEK
Racing automobile
designs will display
new improvements

6 Point 18 A 35 a

MODERN CUSTOM
Unprecedented entries
indicate that universal
appreciation of athletic
games now established

24 Point 4 A 8 a

MODE
Directs
captain

18 Point 6 A 12 a

BRINGS
Explored
the silent
green isle

14 Point 10 A 19 a

NOTHING
June flower
garden very
much loved

54 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ct st
. , - ' : ; ! ?

Characters ct st not made for 72 Point

72 Point 3 A 4 a

Hit

60 Point 3 A 4 a

Bud

48 Point 3 A 4 a

KEG
Style

42 Point 3 A 4 a

DISH
Inject

36 Point 3 A 5 a

HOPE
Rough

30 Point 4 A 6 a

MUSED
Chastise

Caslon Shaded

PATENTED APRIL 9, 1918 REGISTERED NO. 660,446

84 Point 3 A 4 a

Idyl

72 Point 3 A 5 a

Spot

60 Point 3 A 6 a

DIM

High

48 Point 4 A 8 a

KING

Ethics

42 Point 4 A 8 a

POEM

Noisily

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f f g h

i j k l m n o p

q r s t u v w x

y z . , - ' : ; ! ?

The following characters are furnished in 10, 12, 14 and 18 Point sizes only

ff fi fl ffi ffl

36 Point 5 A 8 a

MEN

Skirts

30 Point 6 A 11 a

BOND

Report

24 Point 7 A 13 a

DUNCE

Esquires

18 Point 11 A 20 a

SUBURBS

Generosity

14 Point 15 A 30 a

MUSTERED

Incomparable club luncheon

12 Point 17 A 34 a

RETIREMENT

Steamers proved quite convenient

10 Point 24 A 40 a

EMBROIDERIES

National musicians please big audience

Text set in Lining Caslon No. 540

Reginald Emerson Hackett

TYPOGRAPHIC Service of an unusual standard is my objective. Having been connected with the largest printing and advertising concerns in this country I am now prepared to serve you personally in all matters pertaining to printing and advertising

At home to all who would be interested in calling at
389 GRAPHIC BUILDING · RICHMOND

DESIGN · LAYOUT · ADVE

OLD ENGLISH BORDER VANITY INITIAL

Program

Montmarte Theatre

Brian Sheldon
Readings

Friday, October Ninth

AMERICAN BORDER ELZEVIR FLORET



Protection

IF you draw up a will you can state your own terms for the division of the estate you built up throughout your life. If you do not make a will you simply delegate the State with the final distribution of your properties.

We stand ready at all times
to aid you in these matters

Halcyon Banking Company

Northford, Illinois

ROTERS ILLUSTRATOR

Caslon Openface

48 Point 3 A 5 a

Halts

42 Point 3 A 5 a

Bridge

36 Point 3 A 5 a

Sophist

30 Point 5 A 8 a

Rejoined

24 Point 6 A 10 a

ENSIGN

Graduating

18 Point 9 A 18 a

BRIGHTER

Cheap Quality

14 Point 15 A 28 a

MERCHANTS

Stationery Bought

12 Point 15 A 30 a

NICE PRINTING

Delightfully Interesting

10 Point 18 A 36 a

REGAINS PRESTIGE

Official Actions Explained

8 Point 20 A 40 a

INSTRUCTIVE SERMON

Distinguished Audience Present

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o

p q r s t u v w x y z ff fl ffl

. , - ' : ; ! ?

Overhanging characters A V W Y furnished in all sizes of Caslon Openface and Caslon Openface Title

Caslon Openface Title

42 Point No. 12 3 A

FIX

36 Point No. 11 4 A

BED

30 Point No. 10 4 A

GUN

24 Point No. 9 5 A

SOME

24 Point No. 8 7 A

HUNTS

18 Point No. 7 8 A

REMIND

18 Point No. 6 9 A

MIXTURE

12 Point No. 5 10 A

NOURISHES

12 Point No. 4 11 A

BEFRIENDING

12 Point No. 3 15 A

SUBURBAN ROAD

12 Point No. 2 16 A

REFINED NEIGHBOR

6 Point No. 1 17 A

MYSTERIOUS BUILDING

Characters in Complete Font

A B C D E

F G H I J K

L M N O P

Q R S T U

V W X Y Z

& $ 1 2 3 4

5 6 7 8 9 0

. , - ' : ; ! ?

THE BARINGER INSTITUTE ANNOUNCES A COURSE IN FINE PRINTING

AN advanced course in those elements of taste, tradition and technique which constitute the branch of typography and book production known as fine printing. Designed to give the student that special knowledge which will enable him, either as the craftsman or as employing printer, to maintain the very highest standards in the field occupied by master printers

CURRICULUM

Hand Composition
Machine Composition
Imposition and Lock-up
Proof Reading
Principles of Design
Lettering and Layout
Platen Presswork
Cylinder Presswork
Pamphlet Binding
Office Organization
Salesmanship
Cost Accounting
Estimating
Advertising Practice

Letter of inquiry should be addressed to the Registrar of the Baringer Institute, Sheridan Street, Jamestown, Michigan

SET IN CASLON OPENFACE ROSA BORDER MODERN DASH

Caslon Openface

You may buy Printing

for less than SMITH QUALITY sells for, but you cannot get greater value than we offer, no matter what price you pay. That's why our printing always costs less in the long run

Estimates Furnished on Request

MITH & SON

LAND, OHIO

ROSA BORDER MODERN DASH

Announcement

WE BELIEVE we are giving service in a manner that makes it easy for you to do business with us. We are sending under separate cover a souvenir with a view toward the developing of our existing business relations and making new friendships.

SPOTTSWOOD REAL ESTATE COMPANY, Inc.

EAST BIRMINGHAM · NEW HAMPSHIRE

Our organization enjoys the distinction of being one of the oldest establishments of its kind, and we number among our clients many prominent bankers and merchants. If you will call on us, matters will be so arranged that the resources of our organization will, we feel certain, appear to be working solely for your interests.

A Telephone Call Will Receive Immediate Attention

BROCHURE BORDER VANITY INITIAL MODERN BRACKETS

Printing

indifferently done usually advertises a concern as one of the kind which does not consider the importance of the quality of its products

Have SMITH & SON place your printing on the same high standard as your goods

SMITH & SON

Estimates Furnished on Request

Cleveland, Ohio

VANITY INITIAL MODERN DASH

AMERICAN TYPE FOUNDERS COMPANY

Manufacturer and Distributor of Kelly Presses

The Machine that Revolutionized the Job Press Room

FOR SELLING PRICES AND TERMS APPLY TO
ANY OF OUR SELLING HOUSES

CLELAND BORDER MODERN DASH

WOOD AND STEEL

Furniture for Printers

INCLUDING A COMPLETE LINE OF

Cut-Cost Printing Office Equipments

Made by The Hamilton Manufacturing Company

CARRIED IN STOCK FOR PROMPT SERVICE

American Type Founders Company

MODERN FLOURISHES MODERN BRACKETS

Caslon Openface

BISCAY

VELLUM FINISH

BISCAY is a high-grade vellum wedding paper that is especially suitable for printing fine brochures, booklets, announcements, etc.

It is made in seven colors, including white, and carried in stock in one size and weight only: 21½x33—61 lbs.

Can also be made in 53 and 76 weights

Suggest BISCAY *to your customer when he wants something elegant in printing paper.*

ROSA BORDER MODERN FLOURISHES VANITY INITIALS

Catalogues Booklets and Folders

BIG business today is done in a big way and the quantity of printing being used by large corporations and manufacturers is tremendous. Orders received for simple folders, catalogues, booklets and other matter

Run into the thousands of dollars

ORDERS running all the way from fifteen to thirty thousand dollars are not by any means uncommon. Printing is now being sold in ton and carload quantities and the enterprise shown in this selling is as great as in any other line

Go after the profitable orders

ANNOUNCING A NEW IDEA IN TYPE COMPOSITION

AMERICAN TYPE FOUNDERS COMPANY

BROCHURE BORDER

This insert is printed on BISCAY WEDDING
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.

Text set in Caslon Oldstyle Italic No. 471

Enfield Graphic Institute

Designing · Color Process · Lettering

1243 Manchester Building

Enfield, Idaho

Bracelets · Rings · Pendants
Chains · Brooches

WHEN in Rochester let us suggest that you visit our showrooms where we have on display a most varied selection of jewelry in many pleasing and novel designs. We will be very glad to show you our offerings

Any service to make your sojourn more pleasant will be rendered cheerfully

EDMOND HARRINGTON

SHEROD AND BERGEN STREETS

ROCHESTER

ROSA BORDER · VANITY INITIAL

Condensed Caslon

96 Point 3 A 4 a

Hilt

84 Point 3 A 4 a

Kelp

72 Point 3 A 4 a

Befog

60 Point 3 A 4 a

Spiral

48 Point 3 A 6 a

Heights

42 Point 4 A 8 a

DESIGN
Majority

36 Point 4 A 8 a

KNOBS
Rapidly

30 Point 6 A 11 a

PONDER
Upholster

24 Point 7 A 15 a

SHIFTING
Monograph

18 Point 12 A 22 a

DENTIFRICE
Glycerine Soap

14 Point 15 A 30 a

SCOUT MASTER
Exhilarating hike quickens faculties

12 Point 19 A 38 a

BOROUGH NURSES
Municipality provided complete nursing data

10 Point 21 A 42 a

PROMISING SERVICE
Oriental cuisine popular with experienced tourist

8 Point 24 A 46 a

IMPROVING THEMSELVES
Instructors anticipate vacations abroad when steamship agency announces extraordinary terms

6 Point 26 A 52 a

EVENING DANCING FEATURED
Broadway restaurant features famed saxophone dance orchestra recently released from theatrical engagement

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h
i j k l m n o p q
r s t u v w x y z
. , - ’ : ; ! ?

Skelly & Moran Velour Hats

SOMETHING exceptional in this well-known make of hat. Highest quality and a large variety of styles to suit your individual fancy

Price $7.50

Our store will be kept open until nine o'clock every evening during this week

Klemhold Brothers

18-20 North Hastings Street
New Orleans

Printing

is the master key of our civilization, the means through which we have achieved art, education and industry. It is well worth the very highest efforts of its craftsmen

Model Print Shop

Louisville, Kentucky

HYLITE BORDER — TWENTIETH CENTURY ORNAMENT

RENOID TRUCKS

STRONG, well-made bodies and powerful engines, easy control and rigidly balanced chassis, are the reasons why you see Renoid Trucks on the important big jobs. Such strenuous work requires the highest efficiency and dependability in a truck

Absolute reliability is an essential requirement of the Renoid Motor Truck and is the natural result of quality in construction

The many satisfied users of Renoid Trucks prove the worth of these claims

There is a Renoid Service Station near you. Catalog M-52 is yours on request

MARTIN RENOID TRUCK COMPANY

NORTH KENDARE, MISSOURI

OLD ENGLISH BORDER

Century Oldstyle

72 Point 3 A 4 a

Mild

60 Point 3 A 5 a

Eight

48 Point 4 A 7 a

Rapids

42 Point 4 A 8 a

Injector

36 Point 5 A 8 a

HINDER
Distantly

30 Point 5 A 10 a

BRUSHED
Liquidation

24 Point 6 A 13 a

SOUVENIRS
Grandmother

18 Point 10 A 20 a

GUARDIANS
BOATS rushed
through canal

14 Point 14 A 26 a

EAGLE SAILED
OWNER left when
clearance arrived
from proper clerk

12 Point 17 A 32 a

ADMIRE NATURE
MANY famous artists
now colonizing along
historic river bottom

10 Point 17 A 35 a

WESTERN HOMES
TWELVE families left pretty eastern towns recently for Idaho to locate disputed lands

8 Point 21 A 42 a

ENCOURAGE SCHOLAR
SEVERAL thoughtful years of painstaking application generally produces versed minds. Ambitious student received free scholarships

6 Point 23 A 46 a

ORGANIZED NEW SOCIETY
STUDENTS aid community club organized recently by children in a university town. The main objects are to keep the campus clean and create better feeling

9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ct st ff fi
fl ffi ffl . , - ' : ; ! ?

Characters)] " " are furnished with all fonts from 6 to 18 Point inclusive

SMALL CAPS from 6 to 18 Point are put up in separate fonts and furnished only when specially ordered

Century Oldstyle Italic

10 Point 18 A 35 a

FRANK MOTIVES
Real sincerity, though not an invited guest, is free to all, and carries his welcome with him

8 Point 20 A 42 a

UNIVERSAL DECISION
Mental pleasures never cloy; unlike those of the body, they are approved of by reflection, increased by repetition, and made stronger by enjoyment

6 Point 23 A 45 a

HAS STRONG INFLUENCE
Beauty has been the torment and the delight of the world ever since it began. Philosophers knew of its power for they left sayings which show how great was its influence

18 Point 9 A 20 a

DEFORMED
Many persons attended show

14 Point 14 A 29 a

REVOLUTIONS
State officials and terminal engineer inspect new canal

12 Point 17 A 32 a

NOBLE BURGHER
Remarkable collection of foreign gems found hidden in old chateau

9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ct st ff fi
fl ffi ffl . , - ' : ; ! ?

72 Point 3 A 4 a

Earl

60 Point 3 A 4 a

Sifter

48 Point 4 A 8 a

Behalf

42 Point 5 A 8 a

Rapidly

36 Point 5 A 8 a

MARCH
Heighten

30 Point 6 A 10 a

NUMBER
Knowledge

24 Point 6 A 12 a

UNWOUND
Queer Dialect

Century Oldstyle *and Italic*

BOOKS

ON NEARLY EVERY SUBJECT

NATURAL SCIENCE

PSYCHOLOGY

HISTORY

ARCHITECTURE

BIOGRAPHY

FICTION

JOHNSTONE'S

1253 SCHUBERT STREET

AMERICAN BORDER

MIDSUMMER PARADISES

Wonderful Natural Playgrounds described by a member of the Roamers Club

EVERY summer increasing numbers of vacationists respond to a compelling desire to visit the realm of unexcelled mountains and exquisite lakes. Our splendid national parks are now available as holiday playgrounds where all may enjoy the delightful charms that nature has provided. With a ing beautiful flowers and its g sunny days, June ushers in our radiant vacation months

[3]

RENAISSANCE ORNAMENT VERSATILE INITIAL

Creating Higher Business Ideals

Address by Jerome Hunterly before the City Club

"To business that we love, we rise betimes and go to it with delight."
Shakespeare

Published on behalf of the
Business Men's Council
Dayton, Kentucky

Norfolk Musical Association

Evening Concert

ARTISTS
DOROTHY BEARD, *Soprano*
FRANK GIBSON, *Tenor*
JOHN READ, *Violin*

Harmonic Auditorium
Friday, December 27th

RUBENS PIANO

AMERICAN BORDER VERSATILE ORNAMENT

The Euterpe Conservatory of Music

FRANCIS KEMPTON, *Director*

COURSES are arranged into three sections, Interpretive, Vocal and Instrumental. An unexcelled faculty of noted musicians insures high grade instruction



43 Michigan Avenue, Detroit

VOCATIONAL CAMEO



Care and Feeding of the Infant

SUGGESTIONS FOR THE USE OF HENKEL PURE FOOD PRODUCTS ADAPTED FOR THE LITTLE ONE

NATURE intended children to live, but the survival is not the only thing to consider. To thrive properly and to grow into perfect robust and healthy maturity an infant must have proper foods, suitable clothing and receive proper care, which includes keeping the infant as perfectly sweet, wholesome and clean as possible. It needs air as well as the warm sunshine in abundance and should not

CLOISTER ORNAMENT

New Light on the Lamp Subject

HOME OF DISTINCTIVE LAMPS is the name by which this establishment is known to many thousands, and here will be found a wonderful selection of unusual designs of oriental and occidental motif. If you wish a lamp for the library, music or drawing room, you can be served here at a price that will shed pleasing light on the lamp subject

When you build that cozy home let us plan your light effect

KLEMSCOTT & BERNSTINE

635 KENTON STREET, BOSTON · 1749 MYRTLE AVENUE, HARTFORD

Piano and Table Lamps, Chandeliers
Oriental Wares of Every Description



Tapestry, Urns, Fireplace Ornaments
Porch Lamps, Candlesticks, Lanterns

CENTURY BORDER VERSATILE ORNAMENT

Century Oldstyle Bold

120 Point 3 A 4 a



96 Point 3 A 4 a



Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i
j k l m n o p q r
s t u v w x y z
. , - ’ : ; ! ?

9 and 54 Point carried in stock only at Foundry

84 Point 3 A 4 a



72 Point 3 A 4 a



60 Point 3 A 4 a



48 Point 4 A 6 a



42 Point 4 A 7 a



36 Point 4 A 7 a



30 Point 5 A 9 a



24 Point 6 A 12 a



18 Point 9 A 18 a



14 Point 12 A 24 a

HELIOTROPE Plants Flowers

12 Point 14 A 29 a

NOURISHMENT Settlement house has feast for kids

10 Point 16 A 32 a

HIGH MOUNTAIN Climbing the rocky roads gives delight

8 Point 19 A 38 a

GOVERNMENT BONDS Exceptional opportunity for investment purposes

6 Point 21 A 42 a

BITUMINOUS COAL FIELD Underground passages make visiting extremely hazardous

5 Point 20 A 40 a

BREAKS RECORD IN AVIATION Experience gained while in France helps aviator wonderfully making record flights in the United States

Century Oldstyle Bold Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ’ : ; ! ?

9 and 54 Point carried in stock only at Foundry

72 Point 3 A 4 a

Hist

60 Point 3 A 4 a

RED
Style

48 Point 3 A 6 a

MINE
Joyful

42 Point 3 A 6 a

BIRDS
Insight

36 Point 4 A 7 a

CHARM
Nuptials

12 Point 15 A 28 a

COMPOSITION
American types
for nice display

10 Point 16 A 30 a

BUYS COTTAGE
Millionaire sailor
to live at seashore

8 Point 19 A 38 a

PRINTING ECONOMY
Cases stocked with our
modern types and rules
eliminate waste of time

6 Point 21 A 42 a

MOST PRINTERS KNOW
Type is the greatest factor
in any print shop, and the
strongest power of growth

5 Point 19 A 38 a

NOTED ACTOR WILL RETURN
Leading musical comedy singer
has cancelled several contracts
abroad to return here next year

30 Point 5 A 8 a

FORM
Equals

24 Point 6 A 10 a

RANCH
Infringe

18 Point 9 A 16 a

MEMBER
Qualifying

14 Point 12 A 23 a

PRACTICAL
New inventor
to show plans

Burlington Cravats

SMARTNESS is the keynote of Burlington Neckwear, combined with a suggestion of refinement that reflects a man's good taste. Fashioned by experts from the choicest goods, our creations are the last word in neckwear. Made in a variety of shapes and an extraordinary range of hues

At Haberdashery Shops

ANDERSON & BROWN
Makers of Neckwear Exclusively
NEWBURGH-ON-THE-HUDSON

THE NEWPORT QUALITY SHOE

Superfine Footwear That Insures a Maximum of Real Comfort

Annual Display of
New Spring Styles

BRIDE SHOE COMPANY
NEW YORK CINCINNATI CHICAGO

BROCHURE BORDER

Sterling

Watches for Men

Dost thou love life; then do not squander time, for that is the stuff life is made of
Benjamin Franklin

The value of time has never been so momentous as in this eventful age. Now indeed must our timepieces be dependable. Each Sterling watch is guaranteed and it will pass even the rigid railroad test

Made in a variety of styles and sizes by true craftsmen

MERTON COMPANY
Watchmakers Extraordinary
EAST WEYMOUTH, CONNECTICUT

VOCATIONAL CAMEO BROCHURE BORDER

Century Oldstyle Bold *and Italic*



Old Englerfield Bond

THE PAPER THAT SUGGESTS DIGNITY

NOTHING will give you a better standing with your unseen correspondent than the quality of your stationery. People who know are using Old Englerfield Bond and you, too, will like its clean velvety surface

Made in White and Seven Select Colors

RICHMOND STATIONERY COMPANY

Burlington Heights, North Carolina

ROTERS ILLUSTRATOR

IF one job you do is better than another one, it only proves that the next one can be better yet. It will add zest to your life if you believe that about your present task

Everything in Printing
from card to catalogue

Hamlin & Berkley
Montrose, Ohio

ROSA BORDER

Century Oldstyle Bold Condensed

PATENTED APRIL 9, 1918

120 Point 3 A 4 a

Set

96 Point 3 A 4 a

Mid

72 Point 3 A 4 a

Idyls

60 Point 3 A 4 a

Neigh

48 Point 4 A 5 a

Baptize

36 Point 4 A 7 a

HERDING
Emotional

30 Point 6 A 11 a

RECORDS
Continued

24 Point 7 A 14 a

GOVERNOR
Quiets Ruler

18 Point 11 A 22 a

HUGE BRIDGE
Delightful Seine

14 Point 16 A 30 a

FINE ORCHESTRA
Enthusiastic mayor
makes contribution

12 Point 18 A 36 a

GIVE PRODUCTION
Management pleased
that community play
received nice honors

10 Point 20 A 41 a

RECENT INVENTIONS
Considerate speculator
explains latest machine
to ambitious graduates

8 Point 24 A 49 a

HUSBANDMEN RETURNING
Wonderfully entrancing views
minutely described by several
who recently visited Southeast

6 Point 26 A 52 a

OBTAIN DESIRED RECOGNITION
Officer recently praised concerning
marvelous alertness maintained by
society during season. Recognized
as banner organization in country
when the officials completed labors

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

SEGWICK TOOLS

Recognized as the highest standard of quality by leading mechanics

This catalogue contains all detailed information and prices on our metal and woodworking tools. Cancel all catalogues or lists now on file

Manufactured and sold by

SEGWICK & HORN
Sacramento

ROSA BORDER

Power

From that obscure distant day when nearly all energy sprang from the vast mute drudgery of many human muscles, straining in concert, down to our own day of mechanical marvels, the production of great Power has moved ever onward to new and lofty attainments

Buirn Power Motors are the last stage in this refinement of Power

George Buirn Corporation
Evanston, Minnesota

BUIRN MOTORS

The Golden Cruise

By RICHARD HARRINGTON

Many interesting stories have been written by this brilliant American author, but few possess that roving adventurous atmosphere or picture so vividly to the readers the various characters and their experiences as does this masterpiece

Fifth Edition Just Off the Press; More than Forty Thousand Sold



De Luxe Edition

Printed on the very best antique paper and bound in cloth with eight colored illustrations

Price $2.50
Postage Ten Cents Extra

MASTERSON PUBLISHING COMPANY
254 GOLDEN GATE AVENUE SAN FRANCISCO, CALIFORNIA

ROTERS ILLUSTRATOR

Century Schoolbook

48 Point 5 A 8 a

Belfry

36 Point 5 A 10 a

Mystical

30 Point 6 A 12 a

Entangled

24 Point 8 A 14 a

HOMESICK
Daily Report

18 Point 11 A 22 a

RENDEZVOUS
Scotch Brigade

14 Point 16 A 32 a

NAUTICAL WORD
Unique Description

12 Point 20 A 40 a

PROMISING OFFICER
Quick Decisions Sought

10 Point 22 A 44 a

BAROMETRIC CHANGES
Enjoyed Steamboat Outing

8 Point 26 A 50 a

FINISH SUSPENSION BRIDGE
Historical treasures are given to scientific museum by connoisseur

6 Point 28 A 55 a

MARINE CELEBRATION POSTPONED
Distinguished visitors pouring into town from everywhere for manufacturing show

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z ff fi
fl ffi ffl . , - ' : ; ! ?

Small Caps from 6 to 18 Point are put up separately and furnished only when specially ordered

9 Point Century Schoolbook *and Italic* carried in stock only at Foundry

Century Schoolbook Italic

48 Point 5 A 8 a

Sight

36 Point 6 A 10 a

Dutiful

30 Point 6 A 12 a

Expedite

24 Point 8 A 14 a

Highlands

18 Point 11 A 22 a

Next Meeting

14 Point 16 A 32 a

REPRODUCED
Banking Capital

12 Point 20 A 38 a

KIND MONARCH
Quarterly Shipment

10 Point 21 A 43 a

NEW SELECTION
Interesting Example

8 Point 25 A 50 a

PENURIOUS OWNER
Many candidates elected by impressive majorities

6 Point 30 A 58 a

RIDICULOUS INTERVIEW
Steamship reporter undertakes journey with special expedition

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w
x y z ff fi fl ffi
ffl . , - ' ' : ; ! ?

Eyesight Facts

PROPER TYPE ESSENTIAL FOR SCHOOLBOOK PRINTING

EYESIGHT is a valuable attribute of the physically perfect man, and anything that can be done to develop or protect it is of highest importance. Little has been done until lately regarding the legibility of type faces and the influence of schoolbooks and school printing on the correct development of a child's eyesight. Many persons believe that a child is born with perfect eyesight, but when very young the child can merely perceive the difference between light and darkness, and even at the period when school life begins the eye is still immature. Oculists find that a child's eyes do not reach full development until about twelve years of age. Up to this time they are often permanently injured by improper use.

The acuteness of vision is still below the standard and the refraction is not yet fixed. For easy vision the young child must have retinal images larger and more distinct than those which satisfy the adult reader, partly because the letters are not so quickly recognized, and partly because the immature and tender eye does not produce such perfect images as the mature eye. To obtain these larger images the book is held too near the eyes, and it often results in nearsightedness and eyestrain. Hence the importance of establishing better standards of legibility for schoolbooks, having regard to the ages of the scholars who are required to use them. The subject of the proper use of the eyes has many phases; the lighting of schoolrooms, the right arrangement of the desks, the attitudes of scholars, the amount of work required, the size and shape of the book pages and the quality of paper used in them, are all factors of much importance. The type founder, however, can only concern himself with providing the proper style and design of letters.

LEGIBILITY IN TYPE DESIGNS

A SERIES of tests and experiments made by the British Association for the Advancement of Science, the Clark University, Worcester, Mass., the Board of Education of New York City, the American Type Founders Company and others, all go to show that some styles of type are far more legible than others. It is significant that all the experimenters working independently arrive at practically the same conclusions as to just what constitutes the most legible type and therefore best adapted for children's use and general school printing.

Century Schoolbook was designed to meet the requirements of colleges and boards of education, at the same time taking into consideration the conclusions arrived at by the other authorities. In making these types every detail has been considered and a great deal of labor, experimenting and calculations has been required to make them as nearly perfect as possible with all dimensions correct. For example, the space between the letters, height of each character, the weight of each thick and thin line, as well as the white spaces within the letter (counters) have been correctly dimensioned by proper micrometer measurements from a vast amount of experimental data compiled from many sources. While this series is designed primarily for schoolbooks, storybooks for children, periodicals, and general school printing, it also makes a splendid letter for job work and advertising typography because of its very desirable characteristics.

Century Expanded

72 Point 3 A 4 a

Mail

60 Point 3 A 4 a

High

48 Point 4 A 6 a

ROBE

Squad

42 Point 4 A 7 a

BEGIN

Restful

36 Point 4 A 7 a

MARCH

Eminent

30 Point 5 A 10 a

QUICKER

Indemnity

24 Point 6 A 11 a

NUMBER

Encamped

18 Point 9 A 20 a

SQUIRMING

Indescribable

14 Point 12 A 26 a

HEARD CHOIR

Rehearsals make efficient vocalists

12 Point 15 A 32 a

GENUINE STONE

SQUARE shaped relic exhumed from ruins

10 Point 18 A 36 a

PRINTER HONORED

MANY fellow craftsmen worship famous master

8 Point 20 A 40 a

PROMOTED EIGHT MEN

MANAGER promised another promotion soon. Young men should continually study the science of being progressive

6 Point 24 A 48 a

CONCERNING RUBBER TREES

INDIA rubber trees that are tapped every other day continue to render sap for over twenty years, and the oldest trees produce the richest sap

5 Point 23 A 45 a

KNOWLEDGE TAKEN BY CHANCE

ALMOST everyone you meet knows more on some subject than you do. Turn that side of him towards you and absorb all you can while the opportunity is present and endeavor to mentally remember the most important points you have learned

4½ Point 19 A 38 a

EDUCATING HORSES FOR THE CAVALRY

HORSES used by the United States cavalry must be thoroughly trained in war work. The horses not only learn to stand steady under fire, but must know how to turn at the proper moment when the bridle is hanging loose, how to lie down and get up, and a score of other details

4 Point 21 A 42 a

WHY BUBBLES ARE ROUND AND EQUAL

BUBBLES are round because the air that forms the inside of the bubble pushes with uniform strength against all parts of the delicate film of water that surrounds it. The air presses evenly against the sides of the bubble so it stays round

5½, 7, 9 and 11 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z & $ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w x

y z ff fi fl ffi ffl . , - ' : ; ! ?

Characters ( ) are furnished with sizes from 4 to 36 Point
Characters [ ] are furnished with sizes from 4 to 14 Point

SMALL CAPS from 4 to 12 Point are put up in separate fonts and furnished only when specially ordered

Century Expanded Italic

6 Point 23 A 45 a

CONCERNING DEPORTMENT
Politeness may be defined as a true kindness. It is more a matter of the heart than of established precedent

5 Point 22 A 44 a

YOUR DRESS AND APPEARANCE
Personal cleanliness and neat garments are marks of self-respect, and no person should neglect these important matters

4½ Point 19 A 38 a

READING FOR MENTAL RECREATION
Books of commonplace are the amusements of literature. It is pleasant to have at one's side a well-selected volume to which one may turn for mental recreation after unusual activities

4 Point 22 A 44 a

ACCIDENTS DURING THE SEVENTIES
Do not think that life has been dangerous only since you began to race your tin wagon. In the exciting days of the seventies, the fast horses and grocery wagons caused the death of many

12 Point 16 A 30 a

NICE CUSTOMER
Returning salesmen praise general trade

10 Point 18 A 36 a

DISPUTING ORIGIN
Foreign shipments offer opportunity to study the lives of many rare birds

8 Point 20 A 42 a

ACCURACY AND SPEED
Many business firms employ adding machines and other clever labor-saving material

5½, 7, 9, 11, 42, 48, 60 and 72 Point carried in stock only at Foundry

36 Point 4 A 8 a

BORNE
Minstrel

30 Point 5 A 10 a

HUNTER
Neutralize

24 Point 6 A 12 a

EXHUMED
Oldest Ingots

18 Point 9 A 21 a

HANDIWORK
Dainty Bargain

14 Point 13 A 28 a

RAPID JOURNEY
Steamship Returned

Characters in Complete Font

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z & $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

Century Expanded Italic

An Italic Design Without Hairlines

THIS face is easy to read and pleasing to the eye, possessing an individuality which gives distinctiveness. It is carefully cut and accurately cast, with the kerned letters eliminated to an unusual extent for an italic. Century Expanded Italic is a member of the celebrated Century Family of type faces. Its adaptability and attractive appearance have made it an important member of this wonderfully popular family as well as a standard italic face in the world of printing

American Type Founders Company

JAQUISH DASH

Century Bold

120 Point 3 A 4 a

Bed

96 Point 3 A 4 a

Split

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ’ : ; ! ?

9 and 11 Point carried in stock only at Foundry

84 Point 3 A 4 a

Dot

72 Point 3 A 4 a

Earl

60 Point 3 A 4 a

Nigh

48 Point 4 A 6 a

Refold

42 Point 4 A 7 a

Stylet

36 Point 4 A 7 a

BEND
Rights

30 Point 5 A 10 a

MINER
Diptych

24 Point 6 A 12 a

SHRUNK
Habituate

18 Point 10 A 18 a

NEIGHBOR
Honest Code

14 Point 13 A 26 a

DISTINGUISH
Metal Salesmen

12 Point 15 A 32 a

CHILD PRODIGY
Scholarship Given

10 Point 18 A 36 a

PROMOTE SCIENCE
Aged college professor recipient of many gifts

8 Point 20 A 40 a

MYSTERIOUS HEROINE
Identity disclosed as young lady reveals characteristics

6 Point 24 A 48 a

FOREIGN SONGBIRD ARRIVES
Country folk greet famous singer who rendered delightful selection

Century Bold Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z ff fi fl ffi ffl
. , - ' : ; ! ?

9 and 11 Point carried in stock only at Foundry

72 Point 3 A 4 a

Night

60 Point 3 A 4 a

Sparks

48 Point 4 A 6 a

Expedite

12 Point 14 A 30 a

GREETS MINER
Big ovation given speaker returning from wage parley

10 Point 17 A 32 a

GAINED SUPPORT
Shop magazines and bulletins are proving effective agencies for strengthening credit

8 Point 18 A 36 a

OFFERS NEW SERVICE
Libraries in larger places are rendering a service for business men. Dependable information may be found

6 Point 22 A 44 a

HONORS CAPABLE PRINTER
Should persons recognize the fine work in printing they may be able to appreciate the master work of any craft. To understand skillful handiwork is essential nowadays

24 Point 6 A 10 a

HINDER
Boy choir applauds

18 Point 9 A 17 a

SPECIMEN
Joyful child surprised by schoolmates

14 Point 14 A 27 a

MERCHANTS
Salesman used new method to secure smarter business hands

42 Point 4 A 6 a

DUMB
Sleight

36 Point 4 A 7 a

HERON
Burdens

30 Point 5 A 9 a

GARDEN
Refreshed adventure

Century Bold Condensed

72 Point 3 A 4 a

Blight

60 Point 3 A 5 a

Satiety

48 Point 5 A 8 a

Explored

42 Point 5 A 8 a

Night Bird

36 Point 5 A 10 a

METHODIZE

Playing Safe

30 Point 7 A 14 a

HONOR BRIDE

Right Thinking

24 Point 9 A 18 a

NUMEROUS CARS

Decision Reserved

18 Point 14 A 28 a

HUMOROUS SONG

Broadway comedy proving successful

14 Point 19 A 39 a

NORTHERN ORCHARD

Profitable agricultural achievement explained

12 Point 23 A 47 a

RENOWNED BIOGRAPHER

Describes personality with seldom equaled adroitness and characteristic charity

10 Point 25 A 50 a

MYSTERIOUS HAPPENING

Remarkably clever stories describing wanderings and adventures among strange and uncivilized aborigines

8 Point 31 A 63 a

INTERESTING SPANISH MISSION

California boasts many romantic and picturesque old missions that should be included in the itinerary of every person visiting that state

6 Point 30 A 60 a

BEAUTIFUL MUSICAL COMPOSITIONS

Somebody has said that practically all the music of humankind might perish without serious loss provided the love songs might remain. Everybody knows there are moments in famed love songs unreached anywhere else in our music

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ’ : ; ! ?

Century Bold Extended

10 Point 14 A 29 a

RIGHT HOUSE
Noted architect surprised many local townsmen building homes

8 Point 17 A 34 a

AMUSED VISITORS
Entertaining picture of textile machinery and other equipment being used to protect the public in general

6 Point 20 A 38 a

PLEASANT MEMOIRS
Interesting expressions of thought concealed by writer disclosed several legal sayings. These are being displayed on walls of large public buildings

18 Point 8 A 14 a

REMINDS
Giant oaks unbending

14 Point 11 A 21 a

BEAUTIFUL
Choice works are displayed each evening

12 Point 13 A 25 a

DISCONTINUE
Merchants wait while salesman assisted friends

Characters in Complete Font

A B C D E F
G H I J K L M
N O P Q R S
T U V W X Y
Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w x
y z . , - ’ : ; ! ?

72 Point 3 A 4 a

Sat

60 Point 3 A 4 a

Bud

48 Point 3 A 4 a

Neck

42 Point 4 A 5 a

Might

36 Point 4 A 6 a

SINGE
Epistle

30 Point 4 A 8 a

DEMUR
Hydrant

24 Point 5 A 10 a

REPINED
Kingdoms

Century Catalogue

36 Point 6 A 10 a

MASKER
Relinquish

30 Point 7 A 14 a

EPIGRAMS
Hieroglyphic

24 Point 9 A 17 a

FORETOKEN
Change Sample

18 Point 13 A 26 a

HIGH NUMBERS
DESIRED Rare Mask

14 Point 19 A 37 a

EXPERT DIRECTING
MUCH Improved Station

12 Point 22 A 43 a

HONORED BIOGRAPHER
BRINGS Interesting Souvenirs

10 Point 24 A 48 a

PRODUCE MODERN ENGINE
CLEVER Inventor Receiving Medal

8 Point 27 A 54 a

SECURE UNEXPECTED DECISION
NUMEROUS Privileges Granted Scientists

6 Point 30 A 60 a

INSTRUCTOR DELIVERED FINE LECTURE
SUBURBAN audience greatly appreciated long talks by noted professor on subjects of great importance

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl . , - ‘ ’ “ ” : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

Century Catalogue Italic

18 Point 13 A 26 a

PROPER METHOD
Expect Unbiased Judge

14 Point 18 A 35 a

QUESTION INVENTOR
Inform Enterprising Student

12 Point 23 A 44 a

REDUCTIONS
Perfected System

10 Point 23 A 45 a

HIDE UNIFORM
Magnificent Design

8 Point 26 A 52 a

SEARCH BUILDING
Clever detectives found machine and equipment

6 Point 29 A 54 a

ENERGETIC PRINTERS
Prominent designers exhibit several handsome specimens

Characters in Complete Font

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v w x y z ct
ff fi fl ffi ffl
. , - ’ : ; ! ?

Murdeshire Parchment

A Writing Paper of Refinement and Quality

CHARACTER is often delicately expressed through one's selection of stationery, and the use of a high-class paper is of paramount importance when one wishes to convey the touch of quality that is so much esteemed. Those who use Murdeshire Stationery for social correspondence are the kind of acquaintances you will appreciate. Murdeshire is the paper of rare value.



It is an enduring product. The fine content gives it the feel of refinement. You cannot help but notice the excellent texture of this parchment which is the standard bearer of a comprehensive collection of papers. It is made in a paper mill where quality has been traditional for generations. It is made by adept paper makers who have always striven for refinement in paper.

MURDESHIRE PAPER COMPANY

29 Lockhurst Street, Boston 350 Broadway, New York Herald Building, Chicago

ROSA BORDER VERSATILE ORNAMENT

DECORATIONS IN THE HOME

Colors in the Home

Details of the Room

two cretonne schemes, in all their magnificence were repeated more often, how expensive looking and how gorgeous homes would look. Beautiful homes are seen and not heard. Color, carving, wall paper, furniture and pictures must never speak loudly. A room should be a background for the ones in it, just as a ring setting is the background for a jewel. Furniture should be so placed that we may pass by easily without feeling that we are going bump into the corner of a bureau, piano, table or chair. Ornaments should be sparingly used and the pictures hung with straight wires near the eye level. Each article to be beautiful must speak as softly

8



Story Books for Children

An unusually fine display of books that appeal to boys and girls

Juvenile Department
Seventh Floor

ROBENS & BOGERT
17 Greylock Avenue

ROTERS ILLUSTRATOR VANITY INITIAL

John Hancock

72 Point 3 A 4 a

Idyl

60 Point 3 A 4 a

Sigh

48 Point 3 A 5 a

Estop

42 Point 3 A 6 a

DRINK

Mystic

36 Point 4 A 6 a

BEDIMS

Heartily

30 Point 5 A 8 a

KINGDOM

Ramparts

24 Point 6 A 11 a

HUSKED

Quaking granary

18 Point 9 A 16 a

MOSQUITO

June camp attendance urged now

14 Point 12 A 23 a

RADIO NEWS

Several clubs are installing complete sets

12 Point 15 A 30 a

MORNING DIP

Every camper will enjoy the outdoor swim

10 Point 16 A 30 a

GYMNASTICAL

Unique comedy combined with difficult dances

8 Point 18 A 35 a

SOUTHERN CRUISE

Bermuda and other delightful isles are now easy of access

6 Point 21 A 40 a

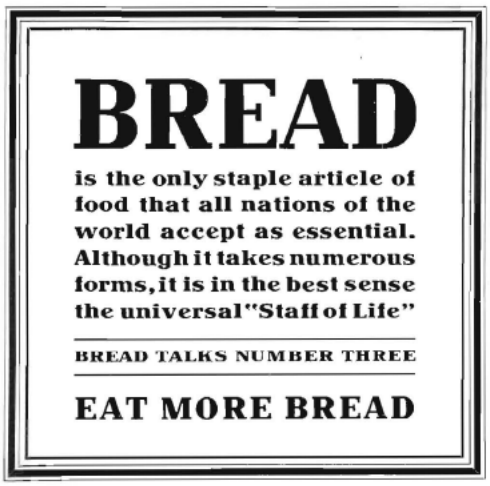
NIGHT PHOTOGRAPHY

Motion pictures tell the story very competently in a language which all people can understand

Characters in Complete Font

A B C D E F G H
I J K L M N O P
Q R R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m m n o p q
r s t u v w x y z
. , - ’ ” “ : ; ! ?





Furnaces

The installation of a furnace in a modern home is a matter of vital concern. James Martin is a well trained heating engineer whose furnaces are built to give full and lasting value. A good furnace can increase the worth of your home

ESTIMATES ALWAYS CHEERFULLY GIVEN AND PLANS SUBMITTED FOR EXTENSIVE OPERATIONS

James Martin

TRENTON

John Hancock Condensed

120 Point 3 A 4 a

Net

96 Point 3 A 4 a

Idyl

84 Point 3 A 4 a

Beat

72 Point 3 A 5 a

Eagle

60 Point 3 A 6 a

Deject

48 Point 4 A 6 a

Reduce

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w x

y z . , - ’ ” “ : ; ! ?

Characters ” “ not made for 84, 96 and 120 Point sizes

42 Point 4 A 8 a

Hybrid

36 Point 5 A 8 a

EXHUME

Dislodge

30 Point 6 A 11 a

SPORTING

Exponents

24 Point 8 A 16 a

NICE SHORE

Bathing Suit

18 Point 12 A 24 a

RESCUED MONK

Shows Courage

14 Point 17 A 32 a

INTERIOR MEXICO

Exceptionally Mild

12 Point 20 A 38 a

MARCHING BELGIANS

Retain Splendid Form

10 Point 22 A 42 a

DEFENDS CHAMPIONSHIP

University sprinters lead against noted competitor

8 Point 26 A 51 a

CHEMISTRY SOLVES PROBLEM

Ingenuity amongst some student bodies results in finer education

6 Point 26 A 51 a

PROCURING FINANCIAL BACKINGS

Manager secures enormous amount towards international undertakings

John Hancock Condensed

YOUNG MEN'S

Blue Suits

$47.50

Tailored to Measure

MADE in the latest styles, and in every respect meeting that same high standard of quality that we demand. Your choice of a selection of fine materials

HUTCHINSONS

Regal Arcade

HYLITE BORDER

Special Report

DEAGAN REALTY COMPANY

EAST RUTHERFORD, GEORGIA

Containing Full and Complete Details of the Extensive Activities of this Company Since Organization June, 1915

Illustrated

Prepared by Historical Committee
HERBERT MORSE, Chairman

Announcing the Most Unusual Offer of the Season

Modish Tweed Coats

THIS sale is especially interesting to the woman or miss who is just a bit fastidious about the cut and finish of her tailored clothes. Many higher priced coats cannot equal these in excellence of tailoring and smartness of appearance and style

$32.75
New Spring Shades

1140 Broad Street
NEW YORK

KRAEMER STORES

1272 Grand Street
NEWARK

John Hancock Extended

60 Point 3 A 4 a

Sat

48 Point 3 A 4 a

HID
Bed

42 Point 3 A 4 a

KEG
Dish

36 Point 3 A 4 a

MITE
Beats

30 Point 3 A 5 a

ROSIN
Nature

24 Point 4 A 6 a

HUMOR
Exhaust

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U V

W X Y Z & $ 1 2

3 4 5 6 7 8 9 0

a b c d e f g h i

j k l m m n o p q

r s t u v w x y z

. , - ’ ” “ : ; ! ?

18 Point 6 A 10 a

CHUM
Desire
brawn

14 Point 8 A 14 a

GRINDS
Speaker
restored
treasure

12 Point 9 A 18 a

KITCHEN
Improved
venerable
sentiment

10 Point 10 A 20 a

METHODS
Inspiration
led relative
among her
few friends

8 Point 14 A 24 a

UNEXPLORED
Large deposits
of valuable ore
thought buried
near mountain
stream in west

6 Point 15 A 29 a

PRIZED RULERS
Traveling asphalt
roads along many
beautiful streams
we glimpse other
notable examples
of improved taste

Words

can conquer the minds of men as swords once conquered their bodies. If you carry a message of good for humanity in your heart, print it with type, clearly, boldly and strikingly, so that it may reach the ends of earth, making people believe!

AMERICAN BORDER

WE ANNOUNCE

the purchase of the entire business of the Redwood Timber Company and that now we can offer builders an unlimited variety of seasoned woods at exceptional prices

BINS' LUMBER YARD

IRVINGTON, VERMONT

Clearface Series

72 Point 3 A 4 a

Mold

60 Point 3 A 5 a

Sleigh

48 Point 4 A 7 a

DRUM
Explain

42 Point 5 A 8 a

NURSE
Rejected

36 Point 5 A 8 a

FISHING
Important

30 Point 6 A 10 a

BOUNDER
Gymnastical

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p q
r s t u v w x y z
. , - ' : ; ! ?

The following characters are furnished with all fonts from 5 point to 36 Point inclusive

ff fi fl ffi ffl

24 Point 7 A 12 a

REMIND
Journalize

18 Point 10 A 20 a

SPENDING
Imperfection

14 Point 14 A 28 a

DISCOVERED
Employer found diligent workers

12 Point 17 A 35 a

INTRODUCTION
Modern inventions save arduous labor

10 Point 19 A 38 a

FINE ARGUMENT
Nearly all merchants who advertise display real business acumen

8 Point 24 A 47 a

EARNED DISTINCTION
Good positions await those typographers who ardently study the works of masters

6 Point 25 A 50 a

MANY WRITERS DECLARE
It behooves us not to write upon a subject unless we have become generally familiar with the truth and the technique of the matter

5 Point 24 A 48 a

HABITS MOLD OUR CHARACTER
As flakes of snow that fall unperceived upon the earth, seemingly unimportant events of life succeed one another. Just as the snow gathers together, so are our habits formed and our character molded

Clearface Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ff fi fl
ffi ffl . , - ’ : ; ! ?

72 Point 3 A 4 a

Help

60 Point 3 A 4 a

Night

48 Point 4 A 7 a

BURN
Reptile

10 Point 19 A 36 a

GOLF CHAMPION
Northern merchants procure country club and enlarge building

8 Point 22 A 43 a

APPRECIATES SCENE
Beautiful sunset proves an inspiration for noted artists in the mountainous region

6 Point 24 A 48 a

FINE BUSINESS METHOD
Manager prevents deterioration to business by requiring regular care of machine. Adequate rules provided should be found helpful

5 Point 22 A 44 a

VIEWING MORNING WONDERS
There are numerous beautiful houses along the mountain roadways of New England. How refreshing the morning air and the splendor of the picturesque sunrise as we leave the clamoring city

24 Point 7 A 12 a

BINDER
Speculate

18 Point 10 A 19 a

METHODS
Resplendent

14 Point 15 A 29 a

HARMONIZE
Domestic fruits always cheaper

12 Point 17 A 34 a

CHOICE GUIDE
Several sportsmen found without food

42 Point 4 A 7 a

MINER
Delights

36 Point 5 A 8 a

BODKIN
Septangle

30 Point 6 A 10 a

ENCORED
Kindly Host

Clearface *and Clearface Italic*

CLEARFACE

A
Type Family of
Distinction

AMERICAN
TYPE FOUNDERS COMPANY
Designer and Manufacturer

CLEARFACE

CLOISTER ORNAMENT

SOME of the best printing of the day is set entirely in the Clearface Series. This beautiful book and job letter is highly desirable wherever a stylish and easily read type is required. It commands the attention of the reader's eye, and is used by many printers who realize the importance of good, clear type design in advertising typography



CLOISTER ORNAMENT

THE CLEARFACE SERIES IS BECOMING MORE POPULAR EACH DAY WITH BUYERS WHO DEMAND EFFECTIVE PRINTING

WE protract the career of time by employment; we lengthen the duration of our lives by wise thoughts and useful actions. Life to the man who wishes not to have lived in vain is thought and action

OLD ENGLISH BORDER

Clearface Family

CONSISTING OF SIX USEFUL AND
ATTRACTIVE SERIES DESIGNED PRIMARILY
FOR EASY READING

BEAUTY of design and unusual legibility have definitely placed the Clearface types among the important book and job faces. Certain firms require Clearface almost exclusively on all their catalogue work, as its use gives an individuality and life which is most desirable in printing of this character. Members of this excellent family are Clearface, Clearface Bold and Clearface Heavy, with their italics

Paragraph set in 18 Point Clearface

ROSA BORDER

The History of Laid and Wove Paper

BEFORE the invention of paper-making machines paper was formed in single sheets by hand. For the purpose of making handmade paper flat moulds were used, on which the pulp was deposited; this was done either by pouring the liquid pulp upon the mould or by dipping the mould into a large vat containing pulp. Through the centuries of paper making these moulds have greatly improved and the changes have affected the character of paper which was made on them to a marked degree. However, the moulds used at the present time to form handmade sheets are based on the original principle of mould construction. To most paper makers and printers the terms laid and wove mean little, aside from the fact that in the former, when the sheet is held to the light, the paper shows laid and chain lines, while the latter paper appears to have been woven, without much character. The very earliest paper was formed by the Chinese some two thousand years ago on a woven cloth stretched over a bamboo frame and this constituted the first paper-making mould. As the damp sheet of pulp could not be taken from the cloth, the sheet was allowed to dry on the mould and was then removed. This method required at least a full day for each sheet of paper to dry out before it could be taken from the mould

Paragraph set in 12 Point Clearface

Time wasted in hunting sorts constitutes one of the greatest losses encountered in composing rooms; buy job type in weight fonts and you avoid this daily annoyance





The compelling pow
civilization of past ce
Greece; her art and a
our greatest creation
over our lives is so c
enabled to trace our p

The sway of beauty is of greater importance during the present period than ever before. People easily recognize and appreciate beauty and they demand that it be expressed in the things with which they are affiliated. Prior to the event of mass production and standardization the artists could cast about until they hit upon designs that would please the larger number of their little groups of consumers. But now appearance quite often dictates success or failure, for the whole equipment of a factory may be based on the value of a design; and the value of that particular design depends upon its ability to please the public in general

Paragraph set in 12 Point Clearface Bold Italic

American Type
Beauty




Typographic Design and Layout

of beauty has put the
ries in debt to ancient
itecture have inspired
ne influence of beauty
olete that we are now
gress by its expression

Paragraph set in 18 Point Clearface Bold

This meeting of public approval is the severest test to which the article is subjected. And most of it comes by advertising, for this displays the evidence of beauty. With the aid of illustrations and correct typography, advertising has been proven capable of placing its product before the buying public in a most satisfactory and attractive manner. Today it may be classed as one of the fine arts. Beauty in the article advertised and the beauty in advertising are both efficient agents in securing consumption. Good advertising has capitalized the beauty of the wares of commerce through the publishing of adequate proof of desirability and practical utility

Paragraph set in 12 Point Clearface Bold

USUALLY printing reveals the real man with remarkable accuracy. Whatever a merchant possesses in wealth or in poverty of expressive power will manifest itself in the interest he displays in the appearance of his printing. If he has a keen sense of the fitness of things, he will not be pleased until his printing appears as though it was made for him personally, and not bargained for in the ready-made market. Printing must first be fit for the purpose it is designed to accomplish. Its physical appearance must win the respect it deserves from the class to which its attention is directed. Whether it is made so or not is a question of the printer's skill as well as genuine appreciation on the part of the customer. Inability to sense the difference between high and low standards of design, plus failure to thoroughly study the purpose of a piece of printing, leads to unintelligent effort and to wasteful results. Designs or layouts are made by persons of varying ability. To select the very best man is a task which calls for wide acquaintance among artists and designers. Then comes the necessity of knowing what each man is fitted to do, and what each man charges for his services. Success in solving this enigma depends upon the ability of the purchaser to interpret his commercial ideas to artists

Paragraph set in 12 Point Clearface Italic

Clearface has been in conspicuous service for a long time in nearly all printing offices and, because of its unusual versatility and readability, it still remains a leading face

1 Ornaments for Printing

RESOLUTION

DURING this year let me create a piece of printing, a book, broadside, anything in enduring form that embodies my best knowledge of the art of typography; a work of my own and my helpers, with no thought but to make it worthy of the art I practice, and an honor to myself; an excellent work, that in a cover or frame my children shall cherish in loving memory of me; an admirable job of printing to be done studiously and leisurely for no profit but the noble one of great pleasure in my work

Paragraph set in 18 Point Clearface Italic

BROCHURE BORDER VANITY INITIAL

This insert is printed on DECKLE D'AIGLE WOVE. Basis 25 x 38–80 lbs.
Made by the AMERICAN WRITING PAPER CO., Holyoke, Mass.

Helpful Spirit

THE GREETING CARD WHICH IS SENT MAY BE
ACCEPTED AS A TRIFLE; THE ONE WHICH IS FORGOTTEN WILL BE
MAGNIFIED A THOUSAND TIMES

MANY consider it impossible to calculate the force greeting cards have in maintaining this helpful feeling. If the goodwill which such cards created were accumulated there would certainly be enough to heal the ills of the world for a number of years. Just the least bit of forethought brings happiness into the lives of the friends who believed they had been forgotten

THE spirit of giving lends itself with greatest enchantment to Christmas. Simple giving, however, is not sufficient; your gift should reflect your finest spirit. The knowing how to give shows in the happy selection of something in good taste, and fitting to the individual who is to receive it. We try to assist you by showing cards that are appropriate for people of all types

GREETING CARDS
HELP YOU
SCATTER SUNSHINE
THE
WHOLE YEAR
THROUGH

Souvenir Concern
CHICAGO, ILLINOIS

HOLIDAY BORDER

CHRISTMAS

FOLKS ring the bells and raise the strain,
And hang up garlands everywhere;
They feast and frolic–and then they go
Back to the same old lives again.



HOLIDAY DECORATOR

Clearface Bold

72 Point 3 A 4 a

Sped

60 Point 3 A 5 a

Ejects

48 Point 4 A 7 a

Bipedal

42 Point 5 A 8 a

HIKING
Naughty

36 Point 5 A 8 a

DESPISE
Kingdoms

30 Point 6 A 10 a

EMBOSOM
Urgent Note

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ff fi fl
ffi ffl . , - ' : ; ! ?

24 Point 7 A 12 a

SQUARE
Gumption

18 Point 10 A 20 a

MEADOWS
Beguilement

14 Point 14 A 29 a

FURTHERING
Romantic poem
claims attention

12 Point 16 A 35 a

UNDER ORDERS
Perfection followed
after concentration

10 Point 19 A 38 a

EXHIBIT ORCHIDS
Horticultural marvels
receive extraordinary
attention and coaxing

8 Point 22 A 46 a

DESCRIPTIVE WRITING
Rumanian author publishes
direct knowledge regarding
conditions affecting traders

6 Point 25 A 50 a

MAGNIFICENT CHARACTER
Remarkably interesting incidents
and humorous family happenings
afford fascinating entertainment
of considerable educational value

5 Point 23 A 47 a

EXCLUSIVE EASTERN GARDENS
There exists quite a strong sentiment
against the exclusiveness which walled
gardens seem to imply, yet the garden
enclosure is highly desirable and often
absolutely necessary to insure privacy

Clearface Bold Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s t
u v w x y z ff fi fl
ffi ffl . , - ’ : ; ! ?

10 Point 18 A 38 a

MANIFESTATION
Holidays spent amid proper surroundings are always beneficial

8 Point 21 A 44 a

RUSTIC HABITATIONS
Picturesque farmhouses are nearly covered with flowers and delight lovers of beauty

6 Point 24 A 50 a

EXPRESSING CHARACTER
This sterling qualification is not achieved over night or created at will; it is a structure maintained by performance and will endure

5 Point 23 A 46 a

MODERN SHIPPING FACILITIES
The commerce of the last century was carried overseas in sailing vessels and relied largely on favorable winds, but nowadays powerful steamships carry merchandise daily on scheduled time

24 Point 7 A 13 a

KNOWN
Grotesque

18 Point 10 A 20 a

UMPIRING
Stereoscopic

14 Point 14 A 29 a

HETERODOX
University cities offer hospitality

12 Point 16 A 35 a

NIGHTINGALES
European songster builds delicate nest

72 Point 3 A 4 a

High

60 Point 3 A 4 a

Equal

48 Point 4 A 7 a

Sighted

42 Point 4 A 8 a

NURSE
Industry

36 Point 5 A 8 a

MOTION
Rectangle

30 Point 6 A 10 a

BENEFITS
Dilapidation

Clearface Heavy

72 Point 3 A 4 a

ICE

Sail

60 Point 3 A 4 a

BEG

Dish

48 Point 3 A 5 a

RAIN

Equal

42 Point 3 A 6 a

HORN

Bridge

36 Point 4 A 7 a

MIND

Broad

30 Point 5 A 8 a

PIANO

Studies

24 Point 6 A 11 a

INVOKE

Maintain

big ships

18 Point 8 A 16 a

PRINTING

Guild holds

big smoker

14 Point 12 A 24 a

DIRECTIONS

Enclosed with

every package

12 Point 16 A 29 a

GUARD PRISON

Sheriff maintains

sixty armed men

10 Point 16 A 32 a

HANDSOME DOG

Selected as winner of canine exhibit at annual county fair

8 Point 19 A 38 a

CARIBOU NUMEROUS

Indian runners reported several herds of caribou in desolated parts of the northern forest reserves

6 Point 24 A 47 a

BOSTON WIRE STITCHER

For speed, precision and ease of operation the Bostons are unsurpassed. Bostons always give the greatest satisfaction

Characters in Complete Font

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k

l m n o p q r s t u

v w x y z ff fi fl ffi ffl

. , - ’ : ; ! ?

Clearface Heavy Italic (*Non-Kerning*)

14 Point 11 A 22 a

NEW FACES Exhibit latest type and rule

12 Point 15 A 28 a

SITES CHOSEN Railroad to erect new station here

10 Point 16 A 31 a

CROWD HOTELS Larger convention halls have become a real big problem

8 Point 19 A 36 a

RUNNING CAMPAIGN Several large hardware merchants will launch a big campaign here and abroad early this spring

6 Point 21 A 40 a

NEW BOOK PUBLISHED Beautiful biography of the leading typographers here and abroad has lately been put in many of our libraries

36 Point 4 A 6 a

REIN Quick

30 Point 5 A 8 a

CHUM Design

24 Point 6 A 10 a

MARCH Exercise veterans

18 Point 8 A 16 a

DETOURS Shut many city streets

72 Point 3 A 4 a

BIN End

60 Point 3 A 4 a

ROD Herb

48 Point 3 A 4 a

DUSK Lights

42 Point 3 A 6 a

RIDGE Market

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u
v w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

Pabst Oldstyle

72 Point 3 A 4 a

Soft

60 Point 3 A 4 a

Nigh

48 Point 3 A 6 a

Epistle

42 Point 4 A 6 a

Hushed

36 Point 4 A 8 a

MUSIC

Blockade

30 Point 6 A 11 a

UNITED

The Herald

24 Point 6 A 13 a

DISBURSE

Stock Market

18 Point 9 A 20 a

DESIGNER

Showy folders please sculptor

14 Point 13 A 28 a

MICROSCOPE

Pittsburgh scientist described operation

12 Point 16 A 36 a

HISTORIC RELIC

Noted collector bought antiquated porcelain jar

10 Point 19 A 40 a

INSURED PRINTER

Bonding company reported large increase in business for fiscal year. Directors voted money for new home office

8 Point 23 A 47 a

REMARKABLE BUILDING

Gigantic undertaking sets record in modern architecture. Seventy engraving firms will occupy this building when entirely finished

6 Point 24 A 54 a

DELIGHTFUL WINTER SPORTS

Numerous juvenile outdoor enthusiasts welcome unexpected entrance of jovial King Winter. Sleighing and skating are very healthful and invigorating pastimes

Characters in Complete Font

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z & $

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z *The and of* ft

. , - ' : ; ! ?

Pabst Italic

10 Point 16 A 38 a

CONTENTMENT
Many inhabitants of this town feel greatly relieved because income taxes were not increased as expected

8 Point 21 A 42 a

DIFFERENT MOTIVES
Poetry is the frolic of invention, the great dance of words, and the harmony of sound. Oratory is a judicious delivery of arguments

6 Point 22 A 49 a

ENVIRONMENT PLEASED
Meandering brooklets and autumnal coloring allure the traveler; mountain scenery and secluded homesteads offer rest and tranquillity for philosophers

18 Point 9 A 16 a

DISGUISE
Reporter finds legal document

14 Point 12 A 26 a

LECTURING
Medieval customs amaze bright youth

12 Point 16 A 35 a

INSTRUCTIVE
Political debate proves delightfully interesting

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v w

x y z ff fi fl ffi ffl Qu

. , - ' : ; ! ?

The following Special Characters are supplied with all fonts from 6 to 14 point inclusive. They are sold in separate fonts from 18 to 72 point inclusive and furnished only when specially ordered

A B D G M N P R T

72 Point 3 A 4 a

Stub

60 Point 3 A 4 a

Eight

48 Point 3 A 6 a

Helped

42 Point 4 A 6 a

Nymph

36 Point 5 A 7 a

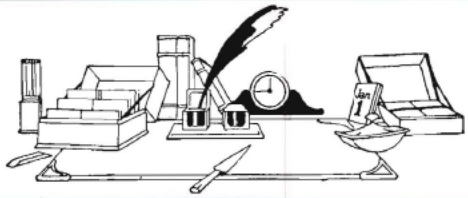
MUSK
Liquidate

30 Point 5 A 7 a

DOZING
Replenished

24 Point 6 A 10 a

SHOCKED
Quick Indians



STATIONERS
AND
PRINTERS

In addition to our Printing and Binding Service, we carry a full line of Office Stationery, including blank books, fountain pens, desk sets, calendars, loose leaf binders, pencils, erasers, etc.

Telephone 864 Bushwick

CUSHING PRESS
1623 SPRUCE AVENUE
DETROIT

Estimates Cheerfully Furnished on Request

JAQUISH ORNAMENT ROTERS ILLUSTRATOR

The Press

THE
LIBERTY OF THE
PRESS
IS THE TRUE
MEASURE
OF ALL OTHER
LIBERTY;
FOR
ALL FREEDOM
WITHOUT
THIS MUST BE
MERELY
NOMINAL

Compliments of
CUSHING PRESS
Detroit

JAQUISH ORNAMENT

STATIONERY

that is representative is of course what you want. Quality in this line pays big dividends. Why not come talk over your stationery problems with us?

CUSHING PRESS
1623 SPRUCE AVENUE
DETROIT

PABST BORDER

MEN are valuable just in proportion as they are able and willing to work in HARMONY with other men

ELBERT HUBBARD

HYLITE BORDER

THE refinement of good printing is apparent in the product of the Northern Printery. Artistic touch dominates in the harmony of effects produced. The correct style is manifested on each order, whether an engraved visiting card or an automobile catalogue. Our various portfolios of specimens will aid you in making satisfactory selections

The
NORTHERN PRINTERY
Indianapolis, Indiana

JAQUISH ORNAMENTS

Our Motto: "*Your Interest is Our Interest*"

EUREKA
SAVINGS SOCIETY
CLEVELAND

OFFICERS

Jonathan P. Anderson, *President*
Homer D. Crane, *Vice-President*
Charles Lewis Branton, *Secretary*
Franklin N. McCormick, *Cashier*

CAPITAL $100,000.00

Surplus and Undivided Profits
$38,472.54

Open Monday Evenings from 6.30 to 9.00 o'clock

CLELAND ORNAMENT

Strathmore Oldstyle

36 Point 4 A 8 a

EMBARKED
Honors Guard

30 Point 5 A 10 a

GIVE CHECKS
Rehearses Playlet

24 Point 6 A 11 a

MARKS POSITION
Distinguished lawyer attending conference

18 Point 9 A 18 a

REBUILDING EDIFICE
Numerous workmen begin erecting necessary scaffolds

14 Point 13 A 25 a

REACHED BORDER
Notorious bandits elude sheriff after long pursuit

12 Point 16 A 32 a

PRODUCES EVIDENCE
Enthusiastic attorney makes speech favoring plaintiff and is awarded proper judgment

10 Point 18 A 36 a

INTERESTED EXHIBITORS
Largest assortment of models at automobile show denotes quick development for motor industry

8 Point 24 A 46 a

MADE GENEROUS CONTRIBUTION
Celebrated philanthropist politely declines office of vice-president of newly organized charitable society but makes large donation

6 Point 24 A 50 a

DESIRED IMPROVEMENTS ARE PROMISED
Several progressive merchants demanding municipal authorities to expedite construction of public market building which should have been completed months ago but is delayed because of unjustified controversy

42, 48, 54, 60 and 72 Point carried in stock only at Foundry

Characters in Complete Font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
& $ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p
q r s t u v w x y z ff fi fl ffi ffl
st . , - ’ : ; ! ?

Character st not made for sizes larger than 36 Point



Master

yourself at all times and in all situations. Know your own mind and success will crown your efforts. Read Dr. Lang's big book on Body and Mind. Surely is a mental developer

$1.50

AT ALL BOOKSTORES

ROTERS ILLUSTRATOR

This type is of a medium color, yet rugged in appearance and adapted to a wide variety of work

EARN

Through foresight of several of our leading citizens, a project has been launched inviting you to buy stock in a new savings idea. Every depositor will be a shareholder and the earnings are to be distributed promptly

OUR MR. SLOAN WILL BE GLAD TO GIVE FURTHER DETAILS WITH REGARD TO THIS SALE OF STOCK

INDUSTRIAL

BANK

OF MEDORA

NEW residents, before taking a book from this library, must have one or more references from business men of good standing in the town of Stratford

THE PUBLIC LIBRARY OF STRATFORD

Baskerville Roman

72 Point 3 A 4 a

Bird

60 Point 3 A 5 a

Splits

48 Point 4 A 6 a

Deficit

36 Point 4 A 8 a

Mythical

30 Point 5 A 9 a

SUNRISE
Relinquish

24 Point 9 A 16 a

NUMEROUS
Companionable

18 Point No. 2 13 A 24 a

DISREGARDED
ENTERS Objection

18 Point No. 1 16 A 30 a

HEARD RETURNS
BRIGHT Italian Elected

14 Point 20 A 39 a

INTRODUCTION
MAIDS Enter Society

12 Point 23 A 46 a

EXQUISITE MEALS
SERVICE Unusually Fine

10 Point 27 A 55 a

RESPONSIBLE CITIZEN
PURCHASED valuable property
near greatest railroad station

8 Point 30 A 58 a

GOLD BULLION INSURED
ENORMOUS shipments of precious
metals arrived under strong guard

6 Point 37 A 75 a

PRODUCES SPLENDID TYPOGRAPHY
THE AVERAGE printer produces good work
quickly with this wonderfully adaptable face

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g
h i j k l m n
o p q r s t u
v w x y z ff fi
fl ffi ffl ct
. , - ’ : ; ! ?

SMALL CAPS. 6 to 18 Point, are put up separately and furnished only when specially ordered

Baskerville Italic

18 Point No. 2 13 A 26 a

KERNING
Reorganized

18 Point No. 1 15 A 30 a

STRENGTH
Reinforcements

14 Point 20 A 40 a

HEMISPHERE
Learn Geography

12 Point 25 A 50 a

SONG ADMIRED
Delightful Rendition

10 Point 31 A 60 a

RETIRE PRESIDENT
Unprecedented Procedure

8 Point 32 A 63 a

TRAFFIC DECREASES
Improve Narrow Roadway

6 Point 36 A 70 a

OPPORTUNITY NEGLECTED
Ambitious apprentices not attending night school should join immediately

Characters in Complete Font

A A B B C D D
E E F G G H I J K
L M M N N O P
P Q R R S T U V
W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z ff fi fl ffi ffl ct
. , - ’ : ; ! ?

THE JURY SITS

CONCEIT often makes me think that my product is better than it is, but when a jury of competent men make a decision it is most likely to be true. The printing magazines make up a jury of competent judges of printing –and they say that the work of William Eskew is excellent

Now I realize that excellence is worth nothing to you unless it means something to you—that if my service and prices do not compare with the quality, my product is not what you want. But you know as well as I that excellence in printing does mean something to you. It means that you will add dignity and worth to your firm when you use it—and it means economy. It means everything that goes with beauty, excellence and worth. It will pay you to see that Eskew Quality is included in your next job of printing.—WILLIAM ESKEW

ROSA BORDER

TINT, DIAGONAL SHADED BORDER

Accuracy

FOLKS SAY that civilization with its various implements of industry and its intricate devices of science has made accuracy its principal virtue. And so strictly does it exact its tribute of carefulness that the penalty for the slightest misstep is ofttimes disastrous and destructive to mankind

Care Exercised Today
May Be the Means of Realizing
Success in Future

HYLITE BORDER

THE PROGRESS OF DESIGN IN PRINT

IN RECENT YEARS the general advancement of the printing industry has been notable in the direction of good design. Now, more than ever, artists are becoming aware of all the possibilities of self-expression through type. This advances the Art of Typography which is mainly concerned with the arrangement of print

Extract from a talk on Printing by John Z. Smith

JAQUISH ORNAMENT

36 Point 6 A 11 a

REASONABLE
Bright Merchant

30 Point 7 A 14 a

DEFEND HONOR
Popular Leadership

24 Point 9 A 13 a

FIRST CONVENTION
Established Nationality

18 Point 14 A 28 a

REGAIN COVETED PRIZES
Satisfactory Declarations Made

Characters in Complete Font

A B C D D E F G
H I J K L M M N N
O P P Q R R S T U
V V W W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
fa fe fo fr fu ng ty ty
. , - ‘ ’ : ; ! ?

Characters ng ty ty not made for 6 Point and 8 Point sizes

14 Point 21 A 40 a

ELEGANT MERCHANDISE
Business promoters developing experimental suburban hamlet

12 Point 22 A 44 a

HELD SECRET CONFERENCE
Negotiations quickly discontinued notwithstanding pacifying actions

10 Point 25 A 50 a

PROPOSE DEVELOPMENT FUND
Magnanimous building superintendent distributes numerous gratuities among diligent employees for efficient services

8 Point 26 A 50 a

BIG COLLEGES RESUME ACTIVITIES
Students hastening back to classrooms from long vacation are enthusiastic over prospect of being promoted before commencing terms

6 Point 27 A 53 a

MODIFY PLANS FOR APARTMENT HOUSE
Draughtsmen hurriedly prepare numerous designs for manufacturer who contemplates increasing the production of large factory despite repeated warning from friends and associates opposing the agreement

Stylish Hats
from Paris

THESE hats are imported by this company direct from the leading French designer and have been conceded the most exclusive of all foreign goods

FIFTEEN DOLLARS TO SIXTY DOLLARS

MAKLEN & CO.
Rutherford Boulevard

Announcement Italic

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
fa fe fo fr fu ng ty ty
. , - ' ' : ; ! ?

Characters ng ty ty not made for 6 Point and 8 Point sizes

14 Point 20 A 40 a

RAILROAD EXCURSIONS
Throngs appreciated splendid train service and amusements

12 Point 22 A 44 a

PRINTERS DESIRE INCOME
Handsome type faces are business creators which help multiply trade

10 Point 23 A 47 a

IMPRESSING NOTED TEACHER
Remember to choose your friends very thoughtfully and wisely. The man who believes in nobody is not to be trusted

8 Point 25 A 50 a

DEGREASED PRINTING EXPENSES
Inefficiency sometimes intrudes itself under the most successful management. The great fault often lies in poor printing equipments

6 Point 26 A 52 a

FINE COMPOSITION AND PERSONALITY
Many good talkers lose their argument because of a disagreeable personality, just as good copy often fails because of unattractive display. Personality like composition always pays the largest dividends

36 Point 6 A 11 a

MEGAPHONE
Directing March

30 Point 7 A 13 a

FINE CLOTHING
Satisfactory Article

24 Point 8 A 16 a

IMPROVED FOLDER
Delightful Requirement

18 Point 13 A 24 a

WONDERFUL SPECIMENS
Interesting Aquarium Display

The House of

Mallingfriend

2468 Raymond Street
Chicago

Desires to call the attention of the public to the annual exhibit of

Spring and Summer Gowns

Our sunlit rooms permit selections to be made undisturbed in an atmosphere of pleasing privacy

Monday, Tuesday, Wednesday
February 24, 25, 26





Where the Eye Can Rest There Decorate



Extract from an article by Edwin E. Grabhoorn, published in The Pacific Printer and Publisher

ONE of the important elements in typography throughout its entire history has been and is the use of ornament. It is in this phase of printing that the individuality, the judgment and the art of the typographical designer is most apparent, simply because it is chiefly in the decoration that he finds opportunity to be different, to find vent for his imagination and expression for his love of the beautiful.

AN author breaking into print likes to send his thought into the world in an appropriate make-up. Therefore, he always chooses the best printer that he can afford to pay. He knows that to succeed he must be read, and with the great mass of literature with which he must compete, it is necessary that he shall attract the eye and hold the attention.

SOMEONE has said: "Where the eye can rest, there decorate." It has also been said that the object of decoration is beauty and not expression of ideas, but decoration can express ideas to the intelligent layman. The type page is the basis and background upon which we must build in planning our decorative design and the harmony and beauty of the type must always be an element in any decorative scheme.

N. B.–Announcement Roman *and Italic*, two exceptional type faces drawn with the charm of fine hand lettering, are suitable for many semi-formal as well as practical commercial purposes. Add a touch of beauty to your work

PARAGRAPH SET IN 36 POINT ANNOUNCEMENT ROMAN AND ITALIC CLOISTER ORNAMENT

ORNAMENT ADDS CHARM

ORNAMENTATION does add life to an uninteresting page and is absolutely essential to period printing. The writer has kept this principle in mind: To use ornament where the eye can rest, setting the work in as few sizes and kinds of type as possible, setting it compactly and simply. Two different kinds of ornaments should not be used in the same work. Poor or commonplace decoration should never be used to cover up fine paper; the paper of real quality is a decoration in itself. The simple ornament is the best. [Leaf design and florets offer a wide range.] Shape should also be taken into consideration. Position is of vital importance. In a small advertisement that appears at the top of a crowded page, an ornament may be placed at the bottom without sacrificing symmetry, while the same ornament, placed in the same position in a page by itself, would seem out of place. A page of ragged type lines looks well with a border, as the border offers some relief to the eye, serving as a mediator between the type and the margins of the paper. A compact page of type with even lines does not need a border, being framed by the margins.

BY EDWIN E. GRABHORN IN THE PACIFIC PRINTER

Develop Strength

PROGRESSIVE MEN IMPROVING REASONING EQUIPMENT

Although men are often accused of not observing their own weaknesses, yet but a very few know their own strength. It is in men as in soils, where there is sometimes a rich vein of gold which the possessor knows not of. We deceive ourselves if we fancy that only weakness needs support. Strength needs it far more. A straw or a feather is able to sustain itself for a very long time in the air

Announcement Roman *and Italic* are two faces that provide the typographic worker with possibilities for using various schemes of decoration

SCIENCE OF DECORATION

Personal Integrity

A MOST DESIRABLE ATTRIBUTE
IN OUR CHARACTER

Towering above fear, buttressed with honor and courage, meeting all the assaults of circumstance with the firm strength of right, stands integrity. It is the expression of man's will to give his utmost to his ideals and determination to advance. Integrity creates confidence in the possessor and in all who come in contact with him and stimulates growth of character in individuals

The Decorative Material designed and manufactured by the American Type Founders Company embodies all the charms of grace and beauty

THE science of decoration as applied to typography offers many pitfalls. The mind of the average printer who takes up the study of decoration is apt to be lured toward the grotesque or the extreme. Overdecoration is a typographical sin. The ornamental features are used merely to carry the interest and beautify, not to provide a medium for the freakish and fantastic. The message should carry the ornament—not the reverse. Fireworks and circus stunts are, of course, permissible when we wish to scream a message. But the work of typographical quality should be subdued in all its tones, depending upon the harmony of all its elements rather than upon the extreme expression of any one.

The border, the initial, the paper, the color, the white space, the type, the dimensions of the type panel, the rules, even the style of paragraphing—all these and a number of other important elements figure in the decorating of the printed work. The student will consider all these. He has at his command a wealth of works of the masters of decoration to study; the great printers of all time have been artists in the use of printers' decorative material.

BY EDWIN E. GRABHORN IN THE PACIFIC PRINTER



PARAGRAPH SET IN 30 POINT ANNOUNCEMENT ITALIC AND ROMAN HAFTEL BORDER

VISION



IT IS not enough that the copy be correct; it should be subjected to the judgment of one who can visualize the higher possibilities of type, paper and ink in advertising

Just Add

Skilled
Workmanship
to the
Natural Beauty
of the
Finest Pelts
and the
Answer is

Waltman
FURS

Broadway & Park Street
Kansas City

GOOD IDEAS are expensive, and one who has them is ever in demand; but the man who has ideas and knows how adequately to express them is rarer still and he need never want



HAFTEL ORNAMENTS

Light Litho

36 Point 3 A 6 a

RINK
Bright

30 Point 4 A 8 a

DIMES
Spirited

24 Point 5 A 10 a

ENGINE
Impudent

18 Point 8 A 16 a

MOMENTS
Conjunction

14 Point 11 A 22 a

REMOUNTED
Mayors Praised

12 Point 13 A 27 a

HEMISPHERES
Reinforced Frame

10 Point 15 A 30 a

SPLENDID FORM
Honors Mythologist

8 Point 18 A 35 a

RIDERS DETERMINED
Brides Sought Photograph

6 Point No. 1 20 A 39 a

SPRINGTIME FRAGRANCE
Blossoms Blend Their Essences

6 Point No. 2 23 A 45 a

BEAUTIFUL COUNTRY SCENES
Streams Released From Wintry Grip

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
. , - ' : ; ! ?

5, 42 and 48 Point carried in stock only at Foundry

Card Light Litho

12 Point No. 4 12 A

SINGER REPORTS

12 Point No. 3 15 A

CHILDREN REBUKED

12 Point No. 2 17 A

HEROIC MAIDS RETURN

12 Point No. 1 22 A

EARNEST SEARCH CONTINUED

6 Point No. 4 21 A

BOLD FISHERMEN
HANDSOME HOME

6 Point No. 3 24 A

INGENIOUS MARINER
EXPERIENCED FIRMS

6 Point No. 2 28 A

DETERMINED SALESMEN
SECURED NEW MEMBERS

6 Point No. 1 30 A

DECREASING PRODUCTIONS
MODERN GOWNS EXHIBITED

Characters in Complete Font

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
& $ 1 2 3 4
5 6 7 8 9 0
. , - ' : ; ! ?

Condensed Litho

36 Point 4 A 9 a

BOUGHS
Eulogistic

30 Point 5 A 11 a

NOSTRUM
Strong Child

24 Point 6 A 13 a

MERINGUES
Relate Episode

18 Point 10 A 20 a

HUNTING BEAR
Subdues Elephants

14 Point 14 A 28 a

DESIGN MONOGRAM
Kings Rewarded Knight

12 Point 17 A 34 a

DELIGHTED MAGICIAN
Entertains Critical Audience

10 Point 18 A 36 a

HONOR HEROIC MARINER
Bright Student Umpired Games

8 Point 22 A 44 a

MECHANIC DRIVING AUTOMOBILE
Completes Education Before Coming Back

6 Point 24 A 48 a

DISCOVER MAGNIFICENT GREEK RELIC
Native unearths exceptionally rare specimens of ancient craftsmanship buried under orchard

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

48, 60 and 72 Point carried in stock only at Foundry

AN INVITATION

is cordially extended you
to attend the latest

Exhibition of Greek Curios

Collected by
David M. Holton
Archaeologist

Mr. Holton has just returned after four years of extensive research work and his large collection of Greek curios has been donated to us

Classic Art Museum
Monday Evening, October Sixth
Six to nine o'clock

Litho Roman

72 Point 3 A 4 a

Red

60 Point 3 A 4 a

Kilo

48 Point 3 A 4 a

Deify

36 Point 3 A 6 a

Brigade

30 Point 4 A 8 a

Epitomist

24 Point 5 A 9 a

Sulky Child

18 Point 8 A 14 a

Brought Medal

14 Point 11 A 21 a

Uniformed Knight

12 Point 13 A 26 a

Displaying Great Skill

10 Point 15 A 28 a

Managers Building Hotel

8 Point 18 A 34 a

RESTED BEFORE EVENING
Brave Cavaliers Marched Home

6 Point 20 A 38 a

HONORED RETURNING SOLDIER
Enthusiastic Crowd Applauded Speech

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

FIRST NATIONAL BANK OF DUBOIS

DUBOIS, MASSACHUSETTS

Being a brief review of the advantages of placing your money with the largest and best bank in this fast growing community

OFFICERS

James D. Holt . . President
Adam Hoyt . Vice-President
Charles N. Bahr . . Cashier

Litho Roman

ROBERT G. HUNTER & SON

Commission Merchants

CORNER FOURTH AND HUDSON STREETS

KANSAS CITY, MO.

Our Order No.

Your Order No. [Date]

Sold to

Terms: Net Cash

Main 253

Robert G. Hunter & Son

Corner Fourth and Hudson Streets — Kansas City, Mo.

STRONG MOTORS COMPANY of Johnstown takes great pleasure in announcing that

MR. GEORGE S. DREMAINE

has this day been admitted as partner in this company. He will succeed the late Mr. R. M. Sharpe as secretary-treasurer

STRONG MOTORS COMPANY

JAMES MEADE, President

March 5, 1924

Bold Litho

24 Point 4 A 8 a

HIDING
Dispatch
lost child

18 Point 6 A 12 a

KNIGHTS
Reimburse
county unit

14 Point 9 A 16 a

INSURANCE
Local banking
establishment

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v
w x y z . , - ' : ; ! ?

12 Point 11 A 22 a

REQUISITE
Noted foreign
visitors dined

10 Point 12 A 23 a

HISTRIONIC
English dukes
attend concert

8 Point 14 A 28 a

DESIGN BRIDGE
Mechanical genius submits novel plan for naval structure

6 Point 15 A 30 a

MOTION PICTURES
Great educational film concern hired leading man for comedy stunts

30, 36 and 48 Point carried in stock only at Foundry

MR. HENRY S. CRAMER

FORMERLY WITH

J. R. Meredith & Sons

NEW YORK

is now connected with this organization, and we feel sure his vast experience in the Automobile Industry as Sales Manager will be of inestimable value in generally improving the service in our Sales Department

MOTOR ACCESSORIES COMPANY

Knickerbocker Building

SAINT LOUIS

CARD LITHO

24 Point No. 2 — 6 A

HOMES

24 Point No. 1 — 7 A

DISHING

18 Point No. 2 — 8 A

BRONZED

18 Point No. 1 — 10 A

INCLUSIVE

14 Point — 11 A

EXECUTION

12 Point No. 5 — 12 A

UNCONSCIOUS

12 Point No. 4 — 15 A

REQUIRED BOND

12 Point No. 3 — 16 A

NOBLE DEPOSITOR PROMINENT GIRLS

12 Point No. 2 — 18 A

NICE IMPROVEMENT SOLICITORS MOVING

12 Point No. 1 — 22 A

RECEIVE MODEL DESIGN EXHIBITORS NUMEROUS

6 Point No. 4 — 20 A

SECURE INSURANCE BROKER THRONG CONVENTION PLACE

6 Point No. 3 — 23 A

SUBSCRIPTIONS ARE RECEIVED PROMINENT LODGE CONDITIONS

6 Point No. 2 — 26 A

HISTORIC MANSIONS PHOTOGRAPHED EXPLORERS SHOWED FOREIGN VIEWS

6 Point No. 1 — 30 A

MUSIC CARNIVAL WILL SOON START SEASON SOLOISTS ALREADY ENGAGED BY MANAGER

CHARACTERS IN COMPLETE FONT

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

. , - ' : ; ! ?

MANCHESTER HUNTING CLUB

SOUTHAMPTON

V

LECTURE

AND

MOVING PICTURE EXHIBITION

IN THE NEW MASONIC HALL

THURSDAY EVENING

MARCH 6, 1924

MR. ARCHIBALD SHERMAN OF VANCOUVER WILL DELIVER A SHORT TALK ON THE RUGGED BEAUTIES OF THE CANADIAN ROCKIES, ILLUSTRATING THE SAME BY MEANS OF THE MOVING PICTURE

BRING ALL YOUR FRIENDS

NO ADMISSION CHARGE

Scotch Roman

48 Point 4 A 6 a

MENDS
Dispatch

36 Point 4 A 7 a

BURNISH
Sturdy Band

30 Point 5 A 10 a

ENDANGER
Great agitation
caused by news

Characters in Complete Font

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z & $ 1 2 3
4 5 6 7 8 9 0
a b c d e f g h
i j k l m n o p
q r s t u v w
x y z . , - ' : ; ! ?

The following characters are furnished with all fonts from 6 Point to 24 Point inclusive

ff fi fl ffi ffl

11, 60 and 72 Point carried in stock only at Foundry

24 Point 6 A 11 a

RECEIVE
Hasten plan
to construct
giant bridge

18 Point 9 A 18 a

BELONGING
Scientist effects
great changes in
present method

14 Point 13 A 26 a

DESIRED PURPOSE ACHIEVED
Modern devices and inventions are very prominent features of the ingenuity and the energetic development of humanity

12 Point 15 A 30 a

GUIDE HUNTER
Numerous sportsmen take advantage of the remaining deer season

10 Point 19 A 38 a

HEALTHY CHILDREN
Plenty of exercise outdoors and sufficient sleep are fine builders of excellent health

8 Point 21 A 41 a

INCREASED NEW TRADE
Several merchants have found it highly profitable to organize and are starting campaigns for more business and equal profit

6 Point 22 A 45 a

CONSTRUCT MANY BUILDINGS
National statistics compiled under supervision of reliable men show a large increase during the past year in the number of buildings erected

Scotch Roman Italic

Characters in Complete Font

A B C D E F

G H I J K L

M N O P Q R

S T U V W X

Y Z & $ 1 2 3

4 5 6 7 8 9 0

a b c d e f g h

i j k l m n o p

q r s t u v w x

y z ff fi fl ffi ffl

. , - ' : ; ! ?

11 Point carried in stock only at Foundry

48 Point 3 A 6 a

MUSIC Complete

36 Point 4 A 6 a

ENDING Grand Day

30 Point 5 A 8 a

KEYNOTE Inventor gives world surprise

14 Point 12 A 24 a

MOTION PICTURE HOUSES Draw plans for places to be opened in heart of this city. Several foreign stars will have the leading roles next season

24 Point 5 A 10 a

BIGGER City wishes to purchase large truck

8 Point 22 A 42 a

BOUNDLESS PROSPECTS
Excellent opportunities present themselves to investors who have sufficient capital. Many citizens migrating to unexplored regions

12 Point 16 A 32 a

STOP RUSHING
Careless drivers given plenty of warning and must take consequence

18 Point 9 A 15 a

CONSIDER Improve great railway routes across country

6 Point 23 A 45 a

CONNECTICUT IS BEAUTIFUL
Mountains and small lakes where sport and scenery appeal to all are only a part of nature's gift to this wonderful section of New England

10 Point 21 A 42 a

FIRM HAS PROSPECTS
Manufacturers of new article are making giant strides with assurance of many big orders

To-day!

So here hath been dawning
Another blue day,
Think wilt thou let it
Slip useless away?
Out of eternity
This new day is born;
Into eternity
At night will return.
Behold it aforetime
No eye ever did;
So soon it forever
From all eyes is hid.

—*Carlyle*



ROTERS ILLUSTRATOR

AROUND THE GLOBE

By the newly equipped liner EMPRESS HELENE *of the European service*

Sailing from New York, on February ninth, the route taken is *through the Panama Canal* to San Francisco, then to Hawaii, three weeks in Japan and China, the Philippines, Java, Burma TWENTY DAYS IN INDIA AND CEYLON, Egypt, Greece, Naples, Havre, *four days in Paris*, Southampton, six days in London before sailing homewards

Write for Complete Itinerary

BURTON LINE TOURS
Neptune Building, New York



Attractive Type Composition

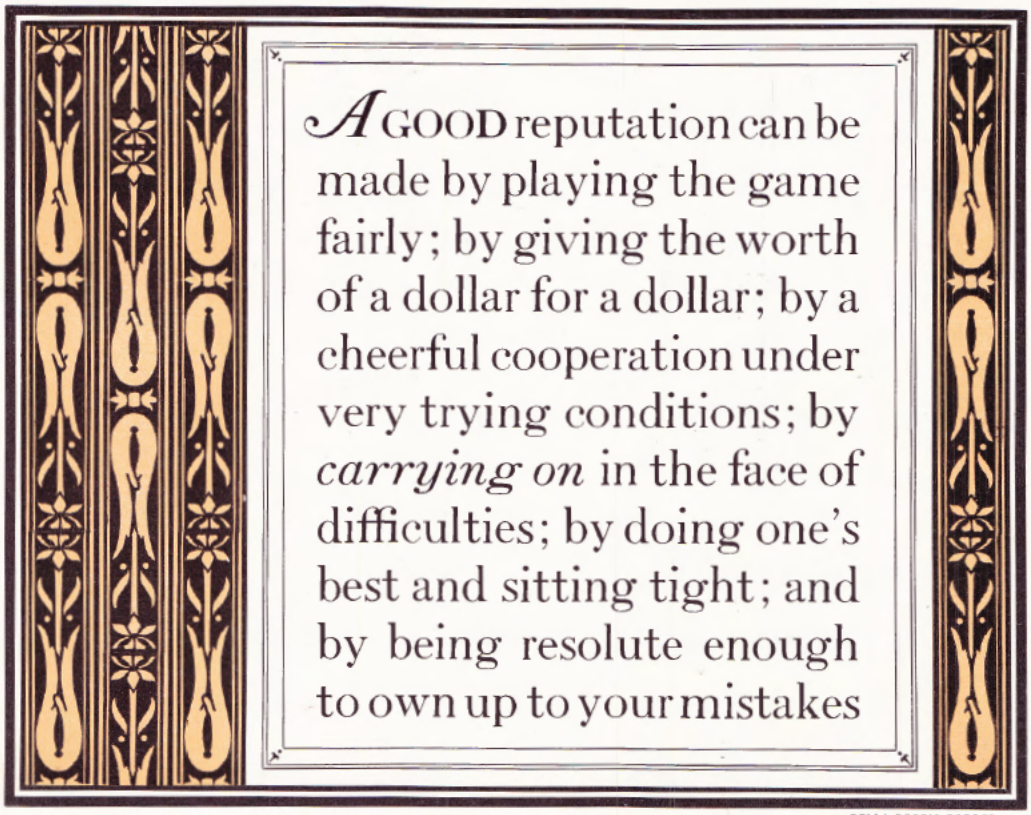
THE skilled craftsman is able to take the message of one man and embody it in type symbols which may be read by many, imparting to it the value of intrinsic worth

These symbols or types have many of the human characteristics: body, face, depth, shoulders, individualities; they also come in families. The roman faces are the male members and the italic letters may be said to represent the fair sex. The lineage, too, of these type families is almost as interesting as that of humans. It reflects their origin, periods and purposes. The famous Caslon originated in England over three centuries ago; the eminent Cheltenham family and the aristocratic Goudys are modern examples

The expert typographer knows all the type families with an intimacy derived from intensive study, and understands layouts and the idea of design; he can visualize the part type plays in the scheme. He also appreciates the relation of proper margins, cuts, captions and text, and can aptly interpret the ideas of customers. He gives attention to the hundred and one little details pertaining to his chosen vocation

VOCATIONAL CAMEO

EXTRACT FROM AN ADDRESS GIVEN BEFORE THE CONVENTION OF METROPOLITAN PRINTING CRAFTSMEN



DELLA ROBBIA BORDER

SIXTY THOUSAND WAS THE EDITION ON THIS CATALOG. EVERY FORM WAS PRINTED FROM TYPE ❧ NOTHING WAS ELECTROTYPED ❧ THE TYPE APPEARANCE ON THE LAST IMPRESSION HAD TO CORRESPOND WITH THE FIRST IMPRESSION IN EVERY WAY

Drew Series

48 Point 4 A 5 a

Rights

36 Point 4 A 8 a

Neologist

30 Point 5 A 10 a

Hydropical

24 Point 6 A 11 a

DIM STORE
Elegant Show

18 Point 9 A 20 a

GUARD HOME
Proposing Cruises

14 Point 13 A 26 a

FRENCH PICTURE
Remarkable Paintings

12 Point 16 A 32 a

BEAUTIFUL GROUNDS
Glorious Mountain Scenery

10 Point 17 A 36 a

PERFECT BAKING HOME
Larger Sanitary Compartments

8 Point 22 A 42 a

SUCCESSFUL BUSINESS WOMAN
Displaying Remarkable Banking Ability

6 Point 21 A 42 a

STEREOPTICON PICTURE DESIGNS
Municipality Rewarded Brazilian Diplomat

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ct st . , - ' : ; ! ?



THAT ornament must occupy a position subordinate to that of utility is a cardinal principle of decoration as applied to printing. Clearness is important and ought not to be sacrificed. When by its exuberance ornament interferes with readability of the matter it is misplaced and vulgar. Our work is always of the highest standard

VAN HORNE
Printing of Quality
BOSTON

ROTERS ILLUSTRATORS

THE SMART SHOP FOR WOMEN

HENDERSON
Perfumer



Charming Perfumes
that are inimitably captivating in
their natural fragrance

1325 LEICESTER STREET
NEW YORK

IMPORTER OF FRENCH SACHETS

THE DREW

AMERICAN BORDER

THE DREW SERIES gives the printer a type face that embodies sterling qualities. Its legibility and refinement make it an ideal letter to use when exclusiveness is being sought. Dainty and airy in appearance, it approximates very closely the hand-lettering of the best artists. Typographers recognize in the Drew a valuable aid toward better printing. It is specially suitable for high-grade advertising agency composition

AMERICAN TYPE FOUNDERS
COMPANY

Books for the Kiddies

THERE are few gifts that will afford the children greater pleasure than appropriate books. Here you will always find an unusually fine assortment of the newest and most popular books for children of all ages

COLONIAL BOOKSHOP



AMERICAN BORDER

ROTERS ILLUSTRATORS

48 Point 6 A 10 a

HUMID Charged

42 Point 6 A 11 a

ENDING Scriptural

36 Point 6 A 12 a

MINUTES Requisition fought boys

30 Point 8 A 13 a

NEIGHBOR Distinguished player resting

24 Point 9 A 17 a

INDULGENCE Spring catalogue displaying styles

18 Point 14 A 28 a

COMPETING
Fine shipments increased trade for new market

14 Point 20 A 40 a

INDISPENSABLE
Thoughtful authors thank librarians for enthusiastic service

12 Point 22 A 41 a

SOUND REASONS
Conservative method adopted unanimously by thoughtful artisans

10 Point 24 A 48 a

COMBINE TRADE
Office receiving large orders from southern customers. Combined action thought helpful stimulant for industry

8 Point 26 A 52 a

PUBLIC INTERVIEW
Several important notes and resolutions recently criticised. Ordinance to alleviate aviation abuses given careful discussion

6 Point 28 A 55 a

RECOGNIZING LEADER
Dinner conversation is often trivial and careful observers who adroitly create amusing legends of unimportant facts usually make pleasant guests

Characters in Complete Font

A B C D E F G
H I J K L M N O
P Q R S T U V
W X Y Z & $ 1 2
3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ff fi
fl ffi ffl . , - ‘ ’ : ; ! ?

The
Redfern Watch

EVERY piece of work should reflect some of the spirit of its maker—that spirit of craftsmanship which in former days exalted the masters of the trade guilds. Redfern Watches fully reflect this spirit and meet every necessary requirement so far as craftsmanship, beauty and real service are concerned

Sold by the Leading Jewelers

Calder & Jacobsen

Philadelphia

MODERN FLOURISH

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z Qu Th &
$ 1 2 3 4 5 6 7 8 9 0
a b c d ∂ e f g h i j k l m n
o p q r s t u v w x y z ff fi
fl ffi ffl . , - ‘ ’ : ; ! ?

The following Plain Capitals are fonted separately and furnished only when specially ordered

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0 . , - ‘ ’ : ; ! ?

36 Point 5 A 12 a Plain Cap 6 A

Halyard Elopements

30 Point 6 A 14 a Plain Cap 8 A

Brigantine Spring Walk

24 Point 7 A 17 a Plain Cap 9 A

Qualifications Gigantic Reaper

18 Point 10 A 28 a Plain Cap 14 A

Acknowledgment February Magazine

14 Point 16 A 40 a Plain Cap 20 A

Thoughtful Children Repeat Splendid Numbers

12 Point 17 A 41 a Plain Cap 22 A

Washington Monument Famed Operatic Composition

10 Point 19 A 48 a Plain Cap 24 A

Unique Yuletide Ceremony Magnificent Floral Decorations Great European Hospital

8 Point 21 A 52 a Plain Cap 26 A

Naturalist Gathered Specimens Pleasant Bungalow Nearly Finished Winter Yachting Rendezvous

6 Point 24 A 55 a Plain Cap 27 A

American Mineralogical Societies Describing Quaint National Characteristic Bohemian Orchestra Plays Daily

Real Contentment WITH LIFE CONSISTS, LIKE THE DAY, NOT IN SINGLE FLASHES OF LIGHT, BUT IN ONE LONG, CONTINUOUS MILD SERENITY. THE MOST BEAUTIFUL PERIOD OF THE HEART'S EXISTENCE IS IN THIS CALM, EQUABLE LIGHT. NOW THE MIND ALONE CAN OBTAIN FOR US ALL THIS HEAVENLY CHEERFULNESS AND PEACE

Fleur de Lis Perfume
PARIS

brings to you the fragrance of
beautiful gardens blossoming with flowers

New Odors
La Rose Jacqueminot
Jasmin de Corse
Lilas Blanc

ALWAYS favored above all others by French ladies of fashion and by most Americans who visit Paris—the choice, now, of the ultra discerning in this country

MAXIME-RINAUD COMPANY
New York Philadelphia Chicago

Announcement

The attention of discerning printers and advertisers is called to

The Sterling Cursive

An original type design adapted to the prevailing vogue in typographic display

Sterling Cursive is made in Nine Sizes ranging from Six Point to Thirty-six Point and the font is augmented with Plain Capitals which are supplied only when specially ordered



The Sterling Series

Is a worthy companion to Sterling Cursive and also merits the most careful consideration



ADAM ORNAMENTS AND BORDER

BROCHURE BORDER

Harmony & Beauty Factors in Proper Display

Beautiful typography invariably has an individuality of its own that completely overshadows the merest suggestion of mediocrity. Every ambitious printer should aim to impart to his product this indefinable but essential quality. All interested in good typography will do well to study the work of craftsmen of recognized ability in order to become familiar with the basic art principles they apply. The knowledge and the inspiration that is unconsciously absorbed will afford a new outlook and a desire to produce finer printing

Set in 18 Point Sterling Cursive

The art of typography followed out to its full extent is one of the greatest of those arts that have reference only to the creations of the human mind. It does not consist only in the observation of hard and fast rule, or of fair proportion; it is, or ought to be, a science of feeling more than of rule; a ministry to the mind more than to the eye. Any good example of typography rouses a certain train of meditation in the mind, and convinces one of the truth that no man can be a great printer who is not gifted with the fine sympathies of the artist. Good typography should conform precisely to the same general principles that apply to architecture, music and poetry. These principles are based on variation and harmony, two of the cardinal properties that are employed by master craftsmen

Set in 12 Point Sterling

Progress in typography depends up
of principles, building one experien
judgment to discern and d

Good Type Design Basis of Fine Printing

The selection of type designs is a subject which should be given careful thought as the beauty of types is closely influenced by the same principles that dominate the compositions in which they are used. A character may have no particular individual beauty owing to its limitation of form, yet when used with other letters for the forming of words it may present a variation of space and harmony of line that is beauty. No type design can survive in which the fundamental rules of variation, good proportion and harmony have been ignored or violated; but a type design that is grounded on these principles will last indefinitely. An ideal type design is one that appeals both to the eye and to the mind; the most satisfactory type faces for practical use are those which combine legibility with beauty

Set in 12 Point Sterling Cursive

Spacing is the keystone of design but the importance of good proportion and pleasing arrangement must not be lost sight of. A real appreciation of fineness of relations, however, must always direct the method and forms of composition. The mystery of proper spacing will be revealed to a mind that has developed appreciation. Strive persistently for the best results that can be obtained. To do this one must compare and choose continually, vision and analyze the work from every angle and ultimately select which is best

Set in 18 Point Sterling

working with thorough knowledge upon another, calling for cultivated de upon the finer relations

Real Service



The Quentelle Press
Minneapolis

EVERY business has its ideals and ambitions; its personnel, products and methods of sale. Printing is the art of bringing these elements together in one compact, representative, harmonious whole. Your printing should express the advantage there is in specialized skill, for good printing, like a good man, will live long to the ends of usefulness and service

Set in 24 Point Sterling

ADAM BORDER AND ORNAMENT

Telephone 5972 Morningside

The Quentelle Press

Designers PRINTERS Engravers
New Sampson Building
Minneapolis

BROCHURE BORDER

This insert is printed on BROADCLOTH TEXT, Buff
26½x40—80 lb.
Made by ADVERTISERS PAPER MILLS, Holyoke, Mass.

Guildford Sterling Silverware

EVERY great craftsman or artist creates a work that embodies not only his experience but his genius. Guildford ling Silverware r the enduring qua and elegance whi the artist-craftsm impart. Its perm will make it a he which will be ver prized in years to

PROCTER & MEI

In Business for Nearly a

HUNTINGTO

CLELAND BORDER ANTIQUE ORNAMENT

The Sterling Designs

Attractive faces that embody the atmosphere of refinement so essential to the production of good printing

AMERICAN TYPE FOUNDERS COMPANY

Shanley

MILLINERY · GOWNS · TAILLEURS
WEDDING TROUSSEAUX

FASHION decrees that all articles worn by the bride, from the wedding gown to the dainty shoes that carry her to the altar, must be in strict accordance with the dictates of the season. The dainty beauty of a Shanley trousseau will increase the happiness of the occasion

East Pennsylvania Avenue
Opposite the Hotel Ambassador
BALTIMORE

BROCHURE BORDER

Cast on Art Line

Cromwell Series

PATENTED MAY 9, 1916

48 Point 6 A 9 a

Refulgent

36 Point 7 A 11 a

Municipality

30 Point 8 A 14 a

Haughty Bride

24 Point 9 A 18 a

STEREOSCOPE

Refunding Money

18 Point 14 A 28 a

NUMBER HOUSES

Perfectly Characteristic

14 Point 20 A 40 a

IMPOSING STRUCTURE

Unusual Breakfast Gathering

12 Point 22 A 44 a

KINDERGARTEN STUDIES

Doubtful Confederate Souvenirs

10 Point 23 A 47 a

SUMMER MOUNTAIN HOME

Quaint cottages afford opportunities for fostering community congeniality

8 Point 26 A 52 a

BOHEMIAN COSTUMES STUDIED

These picturesque garments are heirlooms that have been continuously handed down

6 Point 30 A 60 a

EXCLUSIVE DESIGNS FURNISH MODELS

Shimmering embroidery in perpendicular bands now finds much favor with smartly dressed society ladies

STRIVE ALWAYS TO MAINTAIN THE

Master Formula

Personal Honor

Absolute Reliability

Business Integrity



The priceless ingredient of every product is the honor and integrity of its maker

MANY years ago a crude substance employed in the manufacture of a certain product became quite scarce and its price excessive. So a junior engaged in the laboratory suggested an ingredient costing less and easier to get. This young man argued that by thus altering the formula a saving would be effected and nobody would know about it. The manufacturer explained that he would not hesitate to change the formula if an improvement could be effected, but the master formula used in every worthy business was personal honor and absolute reliability plus business integrity and that was one formula which would not be changed

CLOISTER ORNAMENT

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R R

S T T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f f g h i

j k l m n o p q r s

t u v w x y y z ff fi

fl ffi ffl fa fe fo fr fu ty

“ ‘ ” . , - ’ : ; ! ?

Superior Advertising Typography

GREECE had her temples and Europe her grand Renaissance age. Each was the art expression of its time and place. Both gave art and beauty to the people; brought it into their everyday life; got them to thinking about it and eventually wanting it and living it. But to-day business through the printing craft is largely the channel which brings beauty and art into our daily lives; introduces it into every home; puts it upon our backs in fine clothing; adorns our brows with it in stylish hats; and lets us go shod with it in quality footwear; confronts us with it in every newspaper or periodical we buy, and compels our attention to the most lofty achievements. An organization that can create beauty and echo eloquence by such an easy method as setting printing types is privileged to devote its time and its genius to the full in this high calling

CLOISTER ORNAMENT CLOISTER INITIAL

Color as Applied in the Graphic Art

There is nothing like a touch of color to make a piece of selling literature as attractive as possible. Yet, color for the sake of atmosphere is the bane of color in advertising. Its use is mostly a matter of good taste and knowledge of what color will accomplish. Wisely directed it can be made to attract and center attention, or it can be made to create greater harmony between copy and design. But the greatest value of color is to make clear, plain and more lifelike the goods you are advertising

FROM AN ADDRESS GIVEN
BEFORE THE HOME ADVERTISING CLUB
BY RODMAN RHODES

BROCHURE BORDER CLOISTER ORNAMENT

JACQUILINE
IMPORTER · EXPORTER

Rare Antiques
Oriental Works of Art
Rugs, Tapestries
Silk Goods
Handmade Pottery
Chinaware

Offices and Showrooms
HORNE BUILDING
Marvonia Avenue, Philadelphia

CLOISTER ORNAMENT

Packard Series

PATENTED JULY 27, 1915 REGISTERED NO. 627,271

48 Point 4 A 8 a

Madrigal

42 Point 5 A 9 a

Branching

36 Point 5 A 10 a

Hieroglyphs

30 Point 6 A 12 a

New Diplomat

24 Point 8 A 14 a

Universal Holiday

18 Point 12 A 22 a

ENCUMBRANCE
Republican Adherents

14 Point 16 A 30 a

MAGNIFICENT RING
Designed Electric Steamship

12 Point 18 A 36 a

FORMING MARINE CLUB
Leading Houses Join Organization

10 Point 20 A 40 a

SMART BURLESQUE ACTOR
Keeps Audience Smiling Continually

8 Point 23 A 45 a

ELECTRIC SIGN VISIBLE FOR MILES
Night Becomes Day Under Great Illumination

6 Point 24 A 47 a

INVENTORY DISCLOSES SERIOUS LOSS
General reductions in all steamship freight rates have just been announced by the southeastern marine pool

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v v
w w x y y z ff fi fl ffi ffl
Th th ty . , - ' : ; ! ?

Lining Figures 1234567890 are put up in separate fonts and furnished only when specially ordered

Oldstyle Figures not made for the 6 Point size

Thorley

Announces the opening of his fourth ARCADE SHOP at 263 Clemson Boulevard near the telephone building

We carry a complete line of men's wearing apparel; all things needed by the sojourner in southern climes will be found here; Italian silk ties

NEW COMMONWEALTH BUILDING
SHEPMAN STREET & BLISS AVENUE

ANTIQUE ORNAMENT

NOBLE MISSION OF PRINTING

The supreme importance of the printing press is generally recognized in the enormous part that it played in the dissemination of facts and ideas. The shop of the master printer was known as the fountainhead of mighty streams which, flowing out perpetually, carried with them far and wide the wisdom of the past and the bold speculations of the present

HAFTEL BORDER

STRONG CHARACTER IS SELDOM ACHIEVED OR CREATED AT WILL · IT IS A STRUCTURE BUILDED AND MAINTAINED BY PERFORMANCE · WHERE PROPERLY MAINTAINED IT MAKES PAST ACHIEVEMENT AN ENDURING PART OF TODAY AND A GUARANTOR OF TOMORROW

AMERICAN BORDER ANTIQUE ORNAMENT

Packard Bold

48 Point 5 A 7 a

Emptied

42 Point 5 A 9 a

Replenish

36 Point 5 A 10 a

Dark Night

30 Point 6 A 12 a

Holding Back

24 Point 9 A 17 a

Refuted Editorial

18 Point 13 A 27 a

BUILDING HOME
Southern Expeditions

14 Point 18 A 35 a

IGNORES NEIGHBOR
Bought Magnificent Hotel

12 Point 22 A 42 a

EXHIBIT ROMAN DESIGN
Sculptor Delights Critical Guest

10 Point 24 A 48 a

HUNTERS ENJOYED CHASE
Thinks Mechanic Deserved Medal

8 Point 27 A 54 a

DARING ENSIGN RESCUED SISTER
Novel Enterprise Declaring Huge Dividend

6 Point 28 A 57 a

HANDSOME MARINE GUARDS MOTOR
Modern Employers Demand Practical Knowledge

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
Th th ty . , - ' : ; ! ?

WIRELESS TELEPHONE OUTFITS

How would you enjoy listening to a concert in your home? Every family should possess this remarkable outfit which brings music or entertainment to your own cozy living room.

$250
COMPLETE

JOSEPH MOREN
"The Radio Man"
NORTH RIVER CITY

OUR PROMISE

The success which we have achieved in business is due in a measure to the habit of always keeping every promise

Any business house which is founded upon the admirable principles of justice and fair dealing, consecrated to the best ethics, and determined to establish a reputation for business reliability, must secure the good will and patronage of the people it is in business to serve

THE HOUSE OF BUSINESS STABILITY

ROBERTS PAPER COMPANY

WORCESTER, CONN.

ANTIQUE BORDER AMERICAN BORDER

THIRD NATIONAL BANK of WINSOR

GEO. D. SNYDER, President
C. DECKLER, Vice-President
FRANK J. LINDEN, Cashier

RESOURCES OVER $3,500,000.00

THIS BANKING HOUSE SOLICITS ACCOUNTS FROM INDIVIDUALS AND FIRMS, PROMISING UNIFORM COURTESY AND SERVICE TO DEPOSITORS

CLOISTER INITIAL AMERICAN BORDER

Bulfinch Oldstyle

36 Point 5 A 9 a

MODERN
Gondolier

30 Point 6 A 10 a

REQUIRED
Disfranchise

24 Point 7 A 14 a

BROKERAGE
Markets Bright

18 Point 10 A 21 a

SOUND BOARDS
Interested Student

14 Point 14 A 26 a

EXPOSED SPEAKER
Avoids Many Reporters

12 Point 16 A 37 a

HERO BREAKS RECORD
Gathering Cheered Athlete

10 Point 18 A 40 a

NEIGHBORS HOLD OUTING
Benevolent Gentlemen Playful

8 Point 20 A 48 a

UNUSUAL HONOR GIVEN DOCTOR
Distinguished Surgeon Describes Theory

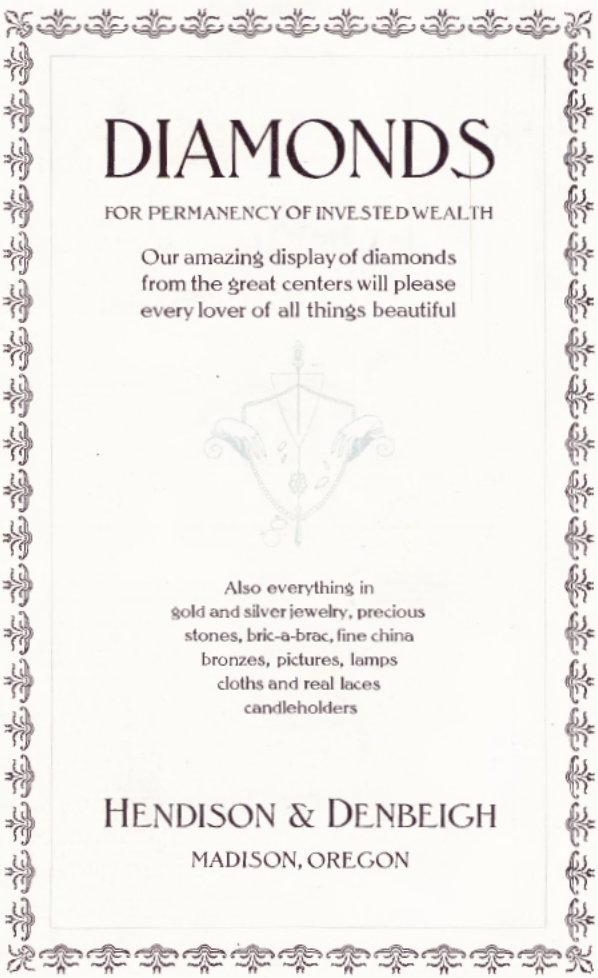
6 Point 24 A 48 a

PROMINENT STATISTICIAN INTERVIEWED
Famous man emphatically denies authenticity of statement regarding many domestic enterprises

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

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ROSA BORDER ROTERS ILLUSTRATOR



SPECIAL COURSE FOR THE PRINTER

MAIL course of instruction in decorative art, lettering and planning for journeymen and apprentice printers and layout men desirous of improving their qualifications for visualizing, laying out and producing printing of the better class. The lessons will include weekly letters of instruction in drawing and hand lettering, supplemented with practical layouts of type pages correctly handled.

The course will consist of twenty lessons beginning the second week in September, and will be conducted under the supervision of Mr. John D. Haydin, Instructor of Printing. Further particulars furnished on application.

The GUTENBERG SCHOOL of PRINTING · Manchester, Kansas

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PRINTERS SMITH-BURSH ENGRAVERS

ROSA BORDER

Light Hobo

48 Point 5 A 8 a

MESH
Halted

36 Point 5 A 10 a

REDUCE
Brackets

24 Point 8 A 15 a

NOVEMBER
Quiet Capitol

18 Point 13 A 25 a

ENCUMBRANCE
Savage Watching

12 Point 20 A 38 a

CONQUERED METHOD
Decorate Knowing Clerk

10 Point 23 A 44 a

GREATEST CONTRIBUTION
Lodges Accomplish Purpose

8 Point 25 A 48 a

WELCOME IMPERSONAL FORUM
International Questions Discussed

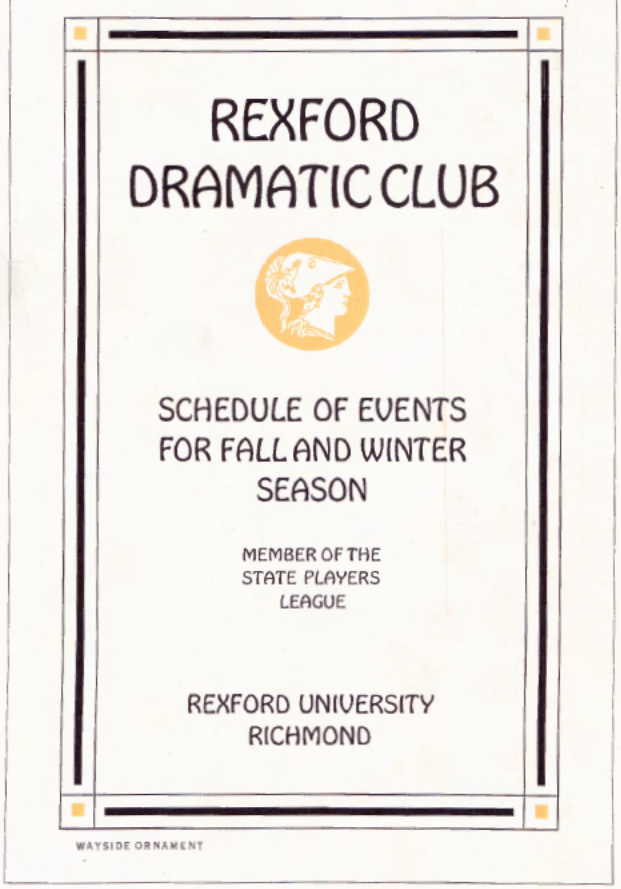
6 Point 31 A 60 a

KEEPING HISTORIC MANSIONS REPAIRED
Faithful Representative Introduced Statutes

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

Cast without descenders on Title Line



WAYSIDE ORNAMENT

Italian Bronzes

FROM THE MAZANELLI COLLECTION, VENICE

There is excellence in the workmanship and originality of design in our showings of fancy Art Bronzes and Etched Metals

Of enduring value and by no means costly, they are bound to be admired by all those who like to have beautiful things at home

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COMMONWEALTH AVENUE AND
SAN FRANCISCO

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Haymarket Building, Montreal

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A NEWLY
PUBLISHED CATALOG
DESCRIBING OUR NEW MODEL
GASOLENE ENGINE FOR
MANUFACTURING
PURPOSES

SARGENT & COMPANY
Minneapolis, Minn.

AMERICAN BORDERS

Hobo Series

48 Point 3 A 5 a

Hatch

36 Point 4 A 6 a

MODES
Caprice

24 Point 6 A 11 a

SOUNDING
Bold Indian

18 Point 9 A 18 a

NICE EVENING
Attends Recital

14 Point 12 A 23 a

ORIENTAL CURIO
Recently Imported

12 Point 15 A 29 a

HUMOROUS WRITER
Describes Noted Men

10 Point 17 A 35 a

ENJOYABLE EXCURSION
Children Behaved Quietly

8 Point 20 A 39 a

UNUSUALLY FINE PROGRAM
Many Promising Singers Heard

6 Point 24 A 48 a

RUNNERS TRAINING FOR MARATHON
Noted Athletes Will Enter Great Struggle

Characters in Complete Font

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z &
$ 1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z . , - ' : ; ! ?

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WANDELING AUTO TIRES

Manufactured to satisfy the natural demand for service and for mileage, two important elements that determine the very life of a tire. Wandeling tires give you service of a kind that is peculiarly satisfying, with unusual freedom from troubles.

Manufactured by the

WANDELING TIRE COMPANY

CHICAGO, ILLINOIS

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Undivided Profits	75.000
Current Loans .	295.000
Deposits on Hand	682.000

The Choice of a Bank Calls for Good, Sound Judgment

NO doubt this fact is often ignored or overlooked, but it is nevertheless true, that by having your account with a bank of very high standing you thereby add prestige to your business

JOHN PARKS . President
SETH COX Vice-President
GEO. ARNOLD . Treasurer
PETER NESBIT Secretary

SIGHT DRAFTS AND LETTERS OF CREDIT
AGENCIES IN ALL THE PRINCIPAL CITIES

CHARLESTON NATIONAL BANK

BROCKTON BORDER

AERCO
SPARK PLUGS

RELIABLE IGNITION

A spark plug that gives a clear hot spark. It is sturdily built of the best material, and will last the life of your car

GREATER POWER FOR YOUR MOTOR

THE AERCO COMPANY
SOUTH PITTSBURGH, PENNSYLVANIA

ACME BORDER

The Hardware Journal

IN THE MAY ISSUE

Increasing Your Country Trade
Better Window Display
Hardware in Congo

BOURKE PUBLISHING CO.
Davenport, Iowa

Bookman Oldstyle

72 Point 3 A 4 a

Eats

60 Point 3 A 4 a

BUG Sped

48 Point 4 A 6 a

MINE Lights

36 Point 4 A 6 a

DRAIN Quickly

30 Point 5 A 9 a

POSTER Grotesque

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ' : ; ! ?

These Special Characters, except the Ornament, are put up with each font. The Ornament is furnished with the 6 to 14 Point sizes inclusive

A M R r y of & The

9 Point carried in stock only at Foundry

24 Point 5 A 10 a

SOUND Injection

20 Point 6 A 14 a

ENDEAR Gratuitous

18 Point 9 A 18 a

RESUMING Congratulate

14 Point 13 A 26 a

MONOGRAMS Neatly Designed

12 Point 15 A 32 a

SEEK FORTUNE
Explorers search for hidden copper mines

10 Point 18 A 36 a

BUYING PROPERTY
Rich merchant develops valuable suburban farm land adjacent to railroad

8 Point 20 A 40 a

BECOME COURAGEOUS
Success comes eventually to those who have the courage to smile when failure is near

6 Point 23 A 47 a

CREATE POPULAR DEMAND
Progressive business men speak highly of the advantages which may be attributed to advertising

Bookman Italic

Characters in Complete Font

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z &

$ 1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l

m n o p q r s t u v

w x y z ff fi fl ffi ffl

. , - ’ : ; ! ?

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A M R ſ ſ y

9 Point carried in stock only at Foundry

10 Point 16 A 34 a

ENFORCE ORDER
Slovenly habit caused waste of valuable time and endless confusion

8 Point 19 A 38 a

FORESEEING THINGS
Those tales of dreams that have guided men are often much exaggerated, but true

6 Point 22 A 44 a

INTEGRITY UNDOUBTED
Honest and courageous persons have very little to say regarding either their honesty or integrity

24 Point 5 A 11 a

MODES
Clothing

18 Point 9 A 18 a

DIAMOND
Respectable

14 Point 11 A 23 a

BURLESQUE
Comedian Wins

12 Point 13 A 27 a

PERFECTION BRINGS REWARD
Splendid satisfaction comes from doing work perfectly, complete in every way

72 Point 3 A 4 a

Blot

60 Point 3 A 4 a

MIX
Nick

48 Point 3 A 7 a

BIRD
Joyful

36 Point 4 A 7 a

REIGN
English

30 Point 5 A 9 a

NOTICE
Laughter

MANOR PLATE

THE SILVERWARE *of* DISTINCTIVE QUALITY

MANOR Plate is cleverly wrought from a beautiful white metal that nearly equals silver in texture, weight and finish. Its durability, beauty and moderate cost should make an appeal to the most discriminating. When you buy Manor Plate you have the assurance that you are getting dining-room ware that will withstand hard usage and reign through all the fluctuations of fashion

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ROGER FRIEND

OVOLO BORDER CLOISTER ORNAMENT

A BOOK OF STYLES

FOR THE MAN WHO WANTS TO BE WELL DRESSED AT ALL TIMES

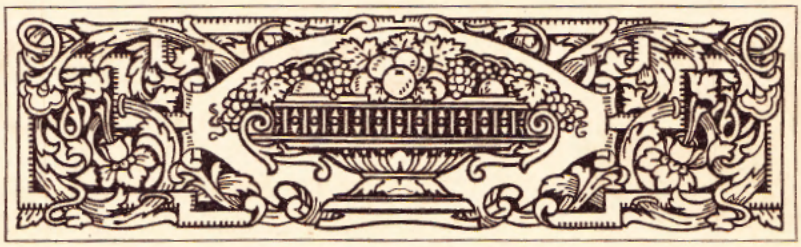


SPRING AND SUMMER SEASON

CAREW BROTHERS

BRANDON HEIGHTS

CLOISTER ORNAMENT



ANNOUNCEMENT

We take this opportunity of notifying our trade that with the issuance of this new catalogue the Bookman Oldstyle Series will supersede Oldstyle Antique No. 560. Hereafter the latter series will not be in stock at our selling houses or agencies. These two faces differ only in that Bookman has special characters, shown on page 278, which are lacking in Oldstyle Antique. These characters will be included, as heretofore, in both job fonts and weight fonts of Bookman Oldstyle. The continued popularity of this type face as evidenced by its large sales convinces us that the making of Oldstyle Antique is no longer necessary

AMERICAN TYPE FOUNDERS COMPANY

BOOKMAN ORNAMENT OVOLO BORDER

IS INSERT IS PRINTED ON AMERICAN BULKING BOOK, WHITE ANTIQUE WOVE
SIS 25X38–80 LBS. MADE BY AMERICAN WRITING PAPER COMPANY, HOLYOKE, MASS.

Bookman Oldstyle *and Bookman Italic*



Verse

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By Maud Clover $1.50

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By John Russel. 2.00

SKYLARK SONGS
By Henry Warbler 1.25

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By Martha Mathews . . . 2.75

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TO DEPARTMENT H

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A story of sprightly humor and magic entertainment; the excitement of broncho busting vividly described $2.50

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An interesting theory cleverly expounded and made into a remarkable sea tale of adventure and romance 1.90

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Another sea yarn pitched in a different tempo, having a delightful fascination unmistakably its own 1.50

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29 sketchings made by the artist while in India. Reproductions in black and brown. Cloth bound
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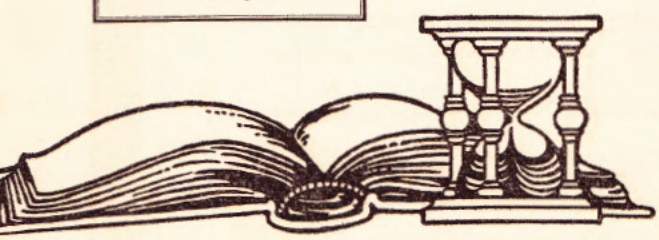
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A STUDY of the mind of man colored with the brooding Russian conception of fearful wrongs and punishment at the hands of despotic Imperialism and tyrannical Communism

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OVOLO BORDER BOOKMAN ORNAMENTS

BOOK STORE

BOSTON
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SPRING BULLETIN OF NEW BOOKS

The Sandringham Library & Craft Shop

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Our Crafts Department will appeal to the discriminating, for here are gathered a rare collection of the little objects d'art that bring atmosphere and distinction to the home. There are unusual book ends and dainty pottery made by clever craftsmen, hammered brass bowls and vases from India, quaint curios and idols from the mystic Orient and exquisite bronze and marble statuettes by noted sculptors

The art lover or student will find an ample assortment of leading foreign and domestic publications and a number of books on Art and Decoration and also a choice selection of reliable Artists' and Drawing Materials. Displayed in our Picture Department are the works of Alastair, Maxfield Parrish, Rackham, Gauguin, Wyeth and others, also the new Wallace Nutting hand-colored nature photographs

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EAST SANDRINGHAM, OHIO

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Bookman Oldstyle *and Bookman Italic*

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RURAL investors would do well to have their names placed on our mailing list. Our new Mail Investment Department keeps in touch with out-of-town customers and helps them select investments most desirable and suitable to their circumstances. Investors are kept well informed of changing market conditions by our statisticians. We shall be glad to mail a copy of our booklet "Investments by Mail" on request to those who are interested

ESTABLISHED 1908

Andrew J. Brownley

STOCKS & BONDS

Broad and Wall Streets

New York

Oh! Say—

before you invest one dollar in improvements in your office or works, take a good tip—make it a point of good, sound, look—before—you—leap. business to investigate the Manhattan System of Labor Cost-Finding. In this System you will find that very profitable combination of speed, economy and efficiency that every progressive business man seeks

Technical Helpfulness

The suggestion of type best suited to the job in hand and the recommendation of a paper stock which will most economically give the desired results are only part of the service we offer and which we do not figure in estimates

MEYER & DOVER

DISTINCTIVE PRINTING

Established Forty Years *Telephone East-2084*

OLD ENGLISH BORDER

Venetian Series

36 Point 5 A 8 a

SQUEAK
Neological

30 Point 6 A 11 a

UNIVERSE
Mystification

24 Point 7 A 12 a

REMARKING
Brought Carpet

18 Point 10 A 20 a

KITCHEN WORK
DETER Organization

14 Point 14 A 28 a

HUMOROUS ACTING
COMEDIES Pleasing Most

12 Point 16 A 32 a

NUMBER EVERY HOUSE
SPEAKER Urges Consolidation

10 Point 22 A 44 a

MODERN BUYER CAUTIOUS
REGAIN Several County Contracts

8 Point 23 A 45 a

DANGEROUS BRAZILIAN STREAM
MOUNTAIN Rangers Individually Reached

6 Point 25 A 49 a

INCREASE SALE BY LEAPS AND BOUNDS
HARMONY Restored and Optimistic Views Prevail

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

SMALL CAPS from 6 to 18 Point are put up separately and furnished only when specially ordered

9 and 11 Point sold in Weight Fonts only

Modern Advertising

THE SCIENCE of effectively writing and planning printed publicity is just in its infancy.

ADVERTISERS

are really only awakening to what great possibilities may be accomplished through the careful use of ink and paper. This firm feels proud of the enviable reputation built up through long years of study and practice in this greatest of all professions. Our many satisfied clients are proving our very best advertisement.

SEND FOR PROOF

Mohart & Kindrel
ADVERTISING
Universal Hall Building
Arkansas City

Venetian Italic

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m
n o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

9 and 11 Point sold in Weight Fonts only

Garden Culture

A practical manual for every landscape gardener who takes pride in his chosen occupation

Compliments of
Hembart & Mordeck
SEEDSMEN
Metropole Arcade

CLOISTER ORNAMENT

36 Point 5 A 8 a
HINDERS Recognized

30 Point 6 A 10 a
BICKERING Selenography

24 Point 7 A 12 a
MODERNIZES Employ Captain

18 Point 11 A 20 a
HONORS UMPIRE Incompetent Student

14 Point 15 A 30 a
NERVOUS INVESTOR Selling Beautiful Chateau

12 Point 17 A 33 a
MYSTERIOUS GUARDIAN Energetic Compositor Marries

10 Point 22 A 42 a
DESIGN HOISTING MACHINE Hustler Gains Knowledge Speedily

8 Point 23 A 47 a
REPORTED BUSINESS RECOVERING Bankers Honestly Expect Better Condition

6 Point 25 A 50 a
MUSICIAN DELIGHTS HUMBLE AUDIENCE Studied Abroad Before Joining Theatrical Company

LOVE holds a tiny flame to all the winds of the world, yet goes not out. For it is that magic fire which was kindled by the gods long ago. And so it is by this test we mortals may know that if the flame is not steadfast in the storm, then it is not the flame of Love

ENGRAVERS BORDER

JOHN QUINCY ADAMS

STUDENTS of heredity as related to history find intensely fascinating material in the Adams family. Each generation has added lustre to the name, the first two generations in politics, and later sons in business, history and literature. One of the most widely read of contemporary volumes, *The Education of Henry Adams*, was written by a great grandson of the second, and a grandson of the sixth, president of the United States. John Quincy Adams was born in the year 1767 at Quincy, Massachusetts. By the time he reached the age of thirty he knew most of the courts of Europe. As a boy of eleven he was taken by his father on a mission to France and went to a school near Paris. During the next two years he studied in Holland and at Leyden University. At the early age of fourteen he

CLOISTER ORNAMENT

The Dinner Bell
CAFETERIA
WASHINGTON BUILDING
ROCHESTER
Home Cooking *Open Evenings*

Old Silver
of the choicest and rarest patterns and superbly cut Japanese jade ornaments are now being featured in an Oriental Art display at
VERDI'S

The Eastern Craftsman 3

IT SEEMS a great pity that many of the owners of printshops cannot get far enough away from the shop to obtain a true perspective of their own business. Some of them would certainly be surprised if they could stand across the street, and see just how their plant looks to outsiders. Before making any important additions to your plant, get away from it far enough to see just how it really looks to the man outside; then carefully figure results upon your cost of production. The mere addition of any kind of machinery often increases cost in place of lowering it. The machinery must be of the right kind and must fit into the business. There are machines that eliminate unprofitable operations or greatly increase the production per man in some departments, and these are the machines it is indeed wise to add to your shop; but even then it is necessary to consider very carefully whether they do not displace the older machines and render them unnecessary, in which case the old-timers should be got rid of, for otherwise they may absorb the profits

A LUNCHEON

FORMER State Senator John Kirschner will give a luncheon to the members of the Danube County Democratic Club, Tuesday afternoon, August 18th, in the spacious dining room of the exclusive Edgemere Country Club. *All members are invited*

Cherub Sweets



Truly Delicious

$1.50 PER POUND

Cherub Sweets is the name of the best grade of assorted chocolates made by the Burns Candy Company of Oneida

ROTERS ILLUSTRATORS

Clothes That Make The Man

Good, well fitting clothes are an actual necessity to the practical men of this age. The old saying that clothes do not make a man may be true, but they can surely impart that air of confidence so essential to every man of affairs

Regal tailored clothes possess a certain distinctive style and cut possible only when clothes are made by careful and competent workmen. Our salesmen will be pleased to help you pick a style suitable to your individual need

Ask us for our latest spring style book

THE REGAL TAILORS OF CONCORD

Venetian Bold

36 Point 5 A 10 a

SECOND
Expatiate

30 Point 7 A 12 a

METHODS
Refrigerant

24 Point 7 A 15 a

HABERDINE
Neighborhood

18 Point 12 A 24 a

SINGER HEARD
Rich Child Soloist

14 Point 17 A 32 a

HOMES IMPROVED
Beautifully Decorated

12 Point 20 A 40 a

CUSTOMS DENOUNCED
Designer Modernizes Class

10 Point 22 A 44 a

JUDICIOUS SUGGESTIONS
Instruct Saleswomen Monthly

8 Point 25 A 50 a

MAGNIFICENT SPRING SCENERY
Apple Blossoms Brighten Schoolrooms

6 Point 28 A 55 a

INFLUENTIAL ADVERTISERS PLEASED
Prosperous Manufacturers Attend Exhibition

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n
o p q r s t u v w x y z
ff fi fl ffi ffl . , - ' : ; ! ?

Wrought Iron Designs



Ornamental Lawn Decorators
Hothouse Supporters
Iron Fences

SEND FOR ILLUSTRATED CATALOGUE

HARBRIDGE IRON FOUNDRY
AKRON, OHIO

STRATHMORE ORNAMENT

The Quality
String
Instruments

PIANOS
$250 to $2,000

HARPS
$75 to $1,350

VIOLINS
$10 to $2,500

MANDOLINS
$5 to $150

GUITARS
$12 to $175

BANJOS
$20 to $180

UKULELES
$5 to $30

KRING
MUSIC SHOP
Straton, Pa.

Going Through Filmland

A fascinating as well as gripping showing of how film is made and brought before the public



Young boys and girls, and ardent fans of all kinds are urged to see this educating picture

WEEK OF JANUARY 17th

At the Ricardio Theatre

AMERICAN BORDER TRAP SHOOTER

LECTURE ON CIVICS

Friday Evening at the Men's Club
MR. FRANK CALHOUN
will speak on a subject of interest
to every citizen of Huron County
ADMISSION BY CARD ONLY

WORDS are things; and a small drop of ink, falling like the dew upon a thought, produces that which makes thousands, perhaps millions, think.

JAQUISH BRASS RULE ORNAMENTS

Colwell Handletter

48 Point 5 A 9 a

SHORE
Biplicate

42 Point 5 A 10 a

MARKS
Geologist

36 Point 6 A 10 a

EDITION
Instructive
leaflets lost

30 Point 7 A 12 a

REQUIRED
Sign problem
cleared roads

24 Point 9 A 16 a

HOROSCOPE
Predicted larger
business returns

18 Point 13 A 27 a

HANDSOME
Many beautiful
residences hired

14 Point 18 A 37 a

MISDEMEANOR
Dutiful child spends
huge fortune yearly
touring foreign land

12 Point 21 A 41 a

SINGERS RETURN
Danish song birds give
many pleasant recitals
before returning home

10 Point 22 A 44 a

EXTINGUISHED
Spectacular picture
amused large crowd
while heroes fought
fires with more vim

8 Point 25 A 50 a

HONORS WRITER
Eminent teacher given
place directing several
educational academies
for medicinal research
work in tropical towns

6 Point 26 A 52 a

MOUNTAIN SCENES
Many voyagers gaze upon
the grave solemnity of vast
outdoor regions. Beautiful
native plants and melodies
of wild song birds pleased
tourists in eastern country

Characters in Complete Font

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j
k l m n o p q r s
t u v w x y z ct st
ff fi fl ffi ffl . , - ‘ ’ : ; ! ?

10 Point 22 A 44 a

ROBUST CHILD
Encouraging report presented by deputy at fourth meeting of metropolitan league

8 Point 23 A 46 a

PERFECT SINGER
New theatrical shows acclaimed everywhere by the critics. Popular music and good acting pleased large audience

6 Point 25 A 51 a

SCENIC GRANDEUR
Many tourists planning to visit the popular mountain and seashore resorts. From reports the proprietors are expecting an exceptionally prosperous summer season

18 Point 12 A 25 a

FOREGOING
Medieval beliefs have slowly died

14 Point 18 A 37 a

NEWSMONGER
Impassioned address delivered by member of county legislature

12 Point 18 A 37 a

EASTERN HOUSE
Historic building made a museum as suggested by municipal councilor

Characters in Complete Font

A A B C D E F G G
H H I J K L M M
N N O P Q R S T U
U W X Y Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l
m n o p q r s t u v w
x y z ct st ff fi fl ffi ffl
. , - ‘ ’ : ; ! ?

48 Point 5 A 9 a

BEGIN
Republic

42 Point 6 A 9 a

MODES
Healthful

36 Point 6 A 10 a

UPHOLD
Early styles copied often

30 Point 7 A 13 a

NICOTINE
Special medal given scientist

24 Point 8 A 16 a

DISCRETION
Italian journalist translated books

AS YOU journey along life's great highway towards the summit of success it is our wish that you may be helped both onward and upward by each experience encountered and by each obstacle overcome

May each sunrise bring you renewed courage and brighter hopes, each sunset a sense of accomplishment, and the night an abundance of rest and peace

May each cloud show you its silver lining, every difficult accomplishment teach you wisdom, and every sorrow be turned to an abounding happiness

At each turn of the road may you see a new and brighter vista of promise, and may you experience fulfillment of your highest aspirations.— *Selected*

Our Wish

Compliments of the

Reyland Press

OLD ENGLISH BORDER AMERICAN BORDER

Colwell Handletter

Colwell Handletter Italic

for use in

Announcements

Holiday Printing *and* Commercial Work

CLELAND BORDER

The Good Things of Life

The Spirit of Hopefulness and of Good Cheer—the true Christmas Spirit—is this year more than ever needed in the home, the office and the workshop. May this coming year bring to you all Happiness, Prosperity, and a generous share of all of life's good things

CLELAND BORDER MODERN FLOURISH

Scepticism is unbelief in cause and effect. A man does not see that, as he deals, so he is—and so he appears; that fortunes are not exceptions but fruits of labor; that relation and connection are not sometimes and somewhere, but always and everywhere; this is the invariable rule

Convincing Arguments Properly Printed Dispel Scepticism and Create Confidence

HINES-BREEN PRINTING COMPANY

NEW RICHMOND, MICHIGAN

BROCHURE BORDERS VANITY INITIAL

THE SHOP OF SUPERIOR CRAFTSMEN

JOHNSON-HAUSMAN & COMPANY

Designing - Engraving - Printing

NORTH BURNSIDE

TENDER to you a most cordial invitation to visit and inspect their new plant recently completed and now operating. Equipped with modern machinery and employing dexterous craftsmen, they are prepared to serve you in a most efficient manner in all matters pertaining to designing, advertising and printing

Represented in Chicago and Philadelphia

HENRICK STREET AND MEAD ROAD

VANITY INITIAL

MANCHESTER GARDEN

NEW BRIGHTON HOTEL

An exceptional summer restaurant of unusual beauty where seashore coolness is maintained by the use of refrigerated atmosphere and where one may enjoy luncheon or dinner

FRANCESCO ARMANDO

HIGHLAND, MISSOURI

CLELAND BORDER JAQUISH ORNAMENTAL DASH

Hampshire Silver Craft Shop

Announcing a new department where you will find choice examples of silver craftsmanship. The charm of beautiful silver is always impelling, and for a gift it is hard to imagine something better

An early inspection is cordially solicited

THE HAMPSHIRE SHOPS
Broadway and Center Street

AMERICAN BORDER



Harmonic Society

QUEENSTOWN

DURING the coming season a series of recitals will be given at Elysian Hall by the society, including some of the best and most celebrated artists in the country. Owing to the limited seating capacity it is advisable that your reservations be sent immediately to the secretary in order that members of the society be assured choice seats

ELDRIDGE MORRISON
125 Garfield Street

ORPHIC SPOT

Colwell Type Designs

Pleasing and attractive are the graceful lines and the flowing style of hand-drawn letters and few type faces can convey these characteristics so faithfully as the Colwell Handletter and Italic

AMERICAN TYPE FOUNDERS COMPANY

MODERN DASH

Rugged Roman

PATENTED NOV. 9, 1915 REGISTERED NO. 625,235

72 Point 3 A 4 a

Spile

60 Point 3 A 4 a

Brads

48 Point 4 A 6 a

Impiety

42 Point 4 A 7 a

Ethereal

36 Point 4 A 8 a

HINDERS
Construct

30 Point 5 A 10 a

PROPOSED
Thirsty Child

24 Point 6 A 12 a

DISCOURAGE
Unique Actions

18 Point 9 A 18 a

DETERMINE
Small throngs
greeted actor

14 Point 14 A 28 a

HEMISPHERES
Seek higher land
on foreign shore

12 Point 15 A 31 a

BANKER ABROAD
Many factories hire
experienced builder
of cement dwellings

10 Point 19 A 36 a

ENTERTAINMENT
Delightful programs are arranged during convention. Several speakers applauded

8 Point 22 A 40 a

CORRECTING SYSTEM
Every office can arrange to handle its work in such a manner as to avoid the hindrances while packing

6 Point 24 A 46 a

MOUNTAINOUS COUNTRY
Colorful plants now adorn the broad highway while children from larger cities happily pick the gifts of nature. Clever girl prepared an appetizing lunch before their homeward jaunt

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
Th th ty ra rs ct st
. , - ’ : ; ! ?

Thorey Motors

SATISFY THOSE WHO ALWAYS DEMAND THE BEST
EIGHT CYLINDERS—SEVENTY-FOUR HORSEPOWER

Thorey automobiles now hold an important place in motordom. Most cars that had gone before were either graceless in design or of excessive weight. Here was Thorey's opportunity to produce a car that everyone now admits is the finest thing on wheels. Several models, lately received, are being displayed

Two-Passenger Roadster, $2850	Four-Passenger Sportette, $2800
Five-Passenger Sedan, $3825	Seven-Passenger Touring Car, $2875
Three-Passenger Runabout, $2750	Three-Passenger Coupe, $3500

THOREY MOTOR COMPANY

North Bradford Avenue, Minneapolis

The Great Selling Force—Printing

THE
MANKIN PRESS
819 Reuchmond Avenue
Telephone 7581 Buckingham

IT is the dynamo that will move your business on to greater success. It is just as necessary to a healthy, growing business as the electric juice is to the motors that move the world's machinery

National Oldstyle

PATENT APPLIED FOR

48 Point 5 A 10 a

Equably

36 Point 6 A 11 a

Hydraulics

30 Point 7 A 12 a

Judge Rightly

24 Point 10 A 17 a

MEMBERSHIP
Daily Exhibition

18 Point 13 A 26 a

NEW MANAGER
Republican Adjutant

14 Point 18 A 36 a

JUSTICE DEMANDED
Great Financier Obdurate

12 Point 21 A 43 a

NEIGHBORING BEACHES
Embarrassing Question Settled

10 Point 26 A 50 a

PEREMPTORY ORDER GIVEN
Stenographic papers forwarded after being inspected by country attorney

8 Point 29 A 58 a

FORMING NEW INDUSTRIAL CLUB
Many prominent manufacturers and dealers organizing general merchandise association

6 Point 32 A 63 a

HISTORIAN GIVEN UNIVERSITY DEGREE
Exceptional honors conferred on new international authority on trade and exchange currency problems

Characters in Complete Font

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z & $
I 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k
l m n o p q r s t u v
w x y z ff fi fl ffi ffl
. , - ’ : ; ! ?

JEROME B. MOUNTFORD
Incorporated

Solicits commissions for
Designing Distinctive Brochures
Books and Catalogues of
every description

Proposals and Estimates for
those interested in
fine printing

FRANKLIN AND SIXTH AVENUES
Hamilton Building
RICHBURGH, GEORGIA

ROSA BORDER HAFTEL ORNAMENT